

# ALAN ARNETTE PRESENTS



## **CONTACT:**

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Thank you for your interest in having Alan as a featured speaker for your event. This brief covers his background, approach to events, and frequently asked questions. Please contact him with any questions, and he will also follow up.

## Summary

Alan is a professional speaker, climbing coach, Alzheimer's advocate, journalist, and mountaineer.

He uses his extensive mountaineering experience and substantial corporate and meaningful life experiences to reach audiences with inspirational messages of optimism, perspective, and motivation.

His audiences range from corporate to non-profit, government and education, large and small. He lives in Colorado and is available internationally.



His **Alzheimer's** speaking is part of his commitment as an Alzheimer's Advocate. He lost his mother Ida and four aunts to Alzheimer's Disease (AD). He says it took his mother's life and changed his life forever.

As he went through the journey with his mother, Alan felt compelled to make a difference in the AD world to educate the public, motivate action and raise funds for non-profits using his passion for mountain climbing, public speaking, and his website as tools.

He is well known in the mountaineering community with ascents of **Everest, K2**, and other peaks during his 25 year-climbing career. He **coaches** aspiring climbers to achieve their goals.

He **writes** for and is regularly **interviewed** by global media outlets.

His professional **speaking** is unique, and Alan is known for his creative and affordable approach.

# Experience

Alan has extensive **speaking** and **media** experience. He speaks before **large** and **small** audience from 25 to 1,000, including **virtual** events over the Internet. Previous clients have included:

## SPEAKING ENGAGEMENTS

### • CORPORATE

- Abila Software
- Johnson & Johnson
- Rouge Wave Software
- Pfizer
- REI
- SOL Marketing

### • HEALTH CARE

- Alzheimer's Association
- Alzheimer's Disease International (London)
- Cure Alzheimer's Fund
- Benefis Health Systems
- European Alzheimer's Conference (Poland)
- Leading Edge Connecticut
- Janssen Pharmaceuticals
- National Association of Social Workers
- Pathways Hospice
- Sutter Memorial Medical Centre

### • OUTDOORS

- American Alpine Club
- Nepal Tourism Board (Kathmandu, Nepal)
- Neptune Mountaineering
- Vale Symposium



- **FINANCIAL**
  - Colorado Financial Management
  - IREM Institute of Real Estate Management
  - PFS Insurance Group
  
- **NON-PROFIT ORGANIZATIONS**
  - Entrepreneur Organization
  - dZi foundation
  - Himalayan Stove Project
  - Kiwanis
  - New York Council of Nonprofits
  - Rotary
  - Tennessee Society of Association Executives
  
- **EDUCATION**
  - Colorado State University
  - Lyndon State College
  - Oregon State University
  - Yale University
  
- **GOVERNMENT**
  - US Fish & Wildlife - National Interagency Fire Center
  - US Bureau Land management

## MEDIA APPEARANCES



- **TV/CABLE/RADIO (live and Taped)**
  - AARP (documentary appearance)
  - ABC
  - ABC (Australia)
  - BBC (UK)
  - CBC (Canada)
  - CBS
  - CNN
  - CTV (Canada)
  - Discovery Channel
  - FOX (quoted, interviewed and editorial)
  - Weather Channel (Documentary appearance)
- **INTERNET MEDIA**
  - Outside Online (quoted, interviewed and editorial)
  - NPR (TV Interview)
- **PRINT MEDIA**
  - AFP
  - Atlantic
  - Economist (UK)

- Dein SPIEGEL (German)
- Guardian (UK)
- National Geographic
- New York Times
- Mens Journal
- Outside Magazine (quoted, interviewed and editorial)
- Rock and Ice (quoted, interviewed and editorial)
- Wall Street Journal
- Washington Post
- VICE

## Biography

Born in Memphis, TN, Alan enjoyed a 30-year career with Hewlett-Packard. He took early retirement in 2007 to oversee the care of his mom, Ida, as she entered the final stages of Alzheimer's.

During his career, his roles ranged from general management to marketing to R&D and sales. He uses this experience in his corporate presentations.

Alan began climbing at age 38 with a summit of Mont Blanc in France. Today, he has climbed many of the world's highest peaks, including the summit of Mt. Everest in 2011 at age 54. In 2014, Alan went to the summit of the world's 2nd highest peak, K2, at 28,215 in Pakistan on July 27, his 58th birthday, setting a record by becoming the oldest and 19th American to summit the world's most difficult high-altitude mountain.

He has completed 38 major expeditions and summited all 54 of his Colorado 14ers.

Alan shares his experiences through social media channels and on his website [alanarnette.com](http://alanarnette.com) where he has three million annual followers. Sought out to comment on mountaineering and Alzheimer's events for global media outlets, he is a universally recognized expert. He is a regular contributor to Rock and Ice plus Outside Magazines on mountaineering subjects.

Alzheimer's changed Alan's life when it took his mother, Ida, after a nine-year battle in 2009. It also has taken four of his aunts. Today he is an advocate for everyone impacted by this devastating disease through public speaking, website, and fundraising events, and has raised hundreds of thousands of dollars for research.

In 2011, he completed the 7 Summits Climb for Alzheimer's: Memories are Everything® to raise \$1M for research and increase Alzheimer's awareness. He partnered with the Cure Alzheimer's Fund, Alzheimer's Association, and the National Family Caregivers Association plus International Mountain Guides. The Alzheimer's Immunotherapy Program (AIP) of Janssen Alzheimer Immunotherapy and Pfizer Inc. funded the campaign.

Today Alan is a professional speaker, climbing coach, Alzheimer's Advocate, journalist, and mountaineering. He shares his experiences on his website, [alanarnette.com](http://alanarnette.com), during each climb with audio and video dispatches plus extensive trip reports.

He is regular on the speaking circuit with his niche of powerful, yet casual, entertaining, educational, and motivational talks.

## **Advocacy Activities**

In 2011, to raise research funds and increase Alzheimer's awareness; Alan, at age 54, did something few people have ever attempted; he climbed the highest mountain on each continent in less than one year through a project called "The 7 Summits Climb for Alzheimer's: Memories are Everything®". He reached over 30 million people with a message of hope, need, and urgency.

He is a regular participant on Alzheimer's oriented radio shows, web events and magazines telling his story of his climbs and Ida. He met with members of Congress in Washington DC to encourage national action on Alzheimer's issues.



He has raised hundreds of thousand of dollars to support Alzheimer's medical research and support for caregivers.

## **Approach to Speaking**

Alan presents to a wide range of organizations, including international venues, in private, small and large conference environments with audiences from 10 to several thousand.

His **non-profit** audiences usually consist of the public, social workers, health care professionals, medical researchers, non-profit staff and volunteers, assisted living communities, and education settings. Many audiences include individuals with Alzheimer's, their families, along with professional caregivers and family caregivers. Alan relates to these individuals in a personal and sensitive manner, offering hope and inspiration. His presentation is eligible for Continuing Education Credit (CEC).

Alan includes in his presentations a mixture of high-quality climbing photographs that few audiences have seen.

His **corporate** audiences range from sales meetings to annual events and user conferences, seeking to be inspired to reach new goals.

He is not the standard speaker with a tightly memorized script. He interacts freely with his audience before, during, and after the event welcoming questions and comments. Audiences leave, experiencing what it is like to be on the top of the world in the harshest of conditions or to sit across from their loved one as they slowly go away.

Alan customizes all presentations for the event's goals and audience with a deep commitment to every engagement. He spends whatever time is necessary to be effective. Sponsors are consistently pleased to see their messages communicated, and their participants inspired.



# Keynote Presentations

## K2: Fighting for the Summit and Life

Designed for **Corporate, Outdoor audiences**; Alan ties his summit of K2 in July 2014 with the struggles and achievements of a seemingly impossible goal.

On his 58th birthday, Alan made history by becoming only the 18th and oldest American to summit the second highest mountain in the world, K2 in Pakistan. This unbelievable presentation has videos never before seen from K2 as Alan candidly talks about four times he had deadly go/no go decisions. He drew deep to find the strength to continue making the summit at 8:30 am with his team.



This presentation takes audiences through a journey of difficulty, doubts, challenges, obstacles, and eventually success, but Alan paid a price for his summit. Audiences are saying this is the best mountaineering talk ever, plus the lessons are timeless yet meaningful for today.

## Lessons from Alzheimer's: From the Summit of Everest

Designed for **Alzheimer's Caregivers, families** or anyone impacted by this disease; Alan brings home the realities of Alzheimer's with his candid presentation about his mother's struggle.

This one-hour presentation that starts with Alan introducing his mom, Ida, through a brief video and several poignant stories of how he and his family discovered she was sick with Alzheimer's and not simply aging.

He talks about how it shook him to his core and compelled him to think in broad terms on how he could make a difference. As a result, he set the goal of climbing the highest mountain on each of the seven continents to take a message of hope, need and urgency to people

around the world that the current Alzheimer's environment was simply unacceptable and must change.

He then takes audiences through a whirlwind tour of the mountain climbs showing startling pictures, videos, and telling amazing stories that inspire the audience. He uses the questions of "Is it hard or impossible?" and the mantra of "1000 reason to stop and only 1 to go on" to ask audience members to consider their own personal struggles, to find hope and the strength to push on each day despite seemingly insurmountable obstacles.

He goes in-depth on climbing to the summit of Mt. Everest showing the audience amazing pictures and videos revealing the extreme conditions. His video of making a dedication to his mom from the summit brings the entire presentation into an emotional focus.



He concludes with a series of funny videos and his personal thoughts on his Alzheimer's journey with points about "If I knew then what I know now" and "What I would have done differently".

Audiences laugh, cry, and think deeply. These are representative comments for an audience member and recent sponsors:

"What a wonderful presentation last evening!! Thank you so much for taking the time to come down for both presentations! The way you engage the audience and tell your story with Alzheimer's while describing your climbs is absolutely amazing! You are such a great advocate for our cause" - Alzheimer's Non-Profit

"I was so inspired. I recorded my mom that day and from that recording, I have a clip that I show in my video. I would like everyone to know that your presentation was what inspired me to do my video." - Family Caregiver Audience Member

"You were AWESOME! I had one caregiver tell me if the event had ended with your presentation, she would have felt completely satisfied with the information she walked away with! You did an excellent job and really hit home with the audience."  
- Area Agency on Aging Director

## **Purpose and Passion: Making Your Mark on the World**

**Designed for business leaders**, Alan's high impact multimedia presentation for corporate audiences. What's your passion, your purpose? Alan's presentation takes audiences to the summit of Mt. Everest to answer these questions. Along the way, he shares his humorous and startling first-hand accounts of surviving a fall into a crevasse, extreme illness near the summit, and burying a teammate high on the mountain.



Audiences consider these dilemmas: Is this hard, or is this impossible? Are you hurt, or are you hurting? And a 1000 reasons to stop and only 1 to go on.

Alan uses his 30 years experience in the corporate workplace along with his 35 major climbing expeditions and his 2011 summit of Everest as the baseline story interspersed with vignettes about leadership. The topics include:

- understanding the challenge
- staying focused on the goal
- attention to the smallest detail
- shared purpose
- acknowledging contributions

- staying motivated
- commitment in tough times
- overcoming obstacles
- fact based decisions
- learning from experience
- leadership and followership
- celebrating success

A few headlines he expands are:

- 1000 reasons to stop, only 1 to keep going
- Are you hurt or are you hurting?
- Is this hard or is it impossible?

These headlines relate to individuals trying to reach a quota, obtain a new client, or manage a diverse team.

It is an inspirational talk that is different (Everest), fun, and inspiring to reach their goals. He uses many high-quality images and videos he has personally taken on his four Everest climbs. He can also bring his high altitude climbing gear for the audience to see, touch (and smell!). Many people have never seen a full down suit or the heavy boots used for climbing Everest.

### Learning by never giving up: Becoming an overnight success through a thousand failures

In this presentation designed for **small business, entrepreneurs** and anyone striving to build a business or meet a challenging goal, Alan takes his audience thru his flat-land youth in Memphis, Tennessee to the summit of Mt. Everest and then to become the oldest American to summit K2, the world's hardest peak, at age 58.

He emphasizes how he learned from every climb. He viewed each "non-summit" as a lesson and not as a failure. He learned to choose his partners carefully as well as his guides. He learned the hard way about making investments that failed to result in achievements. Halfway through his 37 climbs over 20 years, Alan refocused his efforts to serve others when his mom, Ida, died from Alzheimer's Disease. This event changed his life and propelled him to achieve summits he never dreamed possible.

- Understanding and accepting the IMPACT of those in your life
- Life BALANCE helps achieve the impossible
- SURROUND yourself with the best in order to learn (and teach)
- HIRE the best to minimize risk
- Balance AMBITION with REALISM to progress faster
- LEARNING from 'Failure' is the key to growth and learning
- Knowing when to QUIT is a path to success
- RECOGNIZING the need to CHANGE is the difference between success and failure
- PUSHING the limits is the only way to break thru
- Accepting REALITY is sometime hard but also the only way forward
- LIFE LESSONS for learning to Never Give Up

### **Everest for KiDs**

Alan takes his inspirational and educational Mt. Everest multimedia presentation and helps children of all ages learn about the culture, geography, and opportunities of taking on a considerable challenge like climbing Mt. Everest. His presentation of [Everest for KiDs](#) is used in school curriculums across the world today, and now Alan takes it on the road to present to schools. Teachers, parents, and administrators all agree that his ability to relate to the children is unique.



## Frequently Asked Questions

**Q: Does Alan speak at corporate events?**

A: Yes, he often speaks to large, over 1,000, to small, under 100, audiences at annual meetings looking for inspirational speakers with a unique style and message based on real-world experiences that relate to participants.

**Q: How is Alzheimer's used in his talks?**

Alan uses climbing as a metaphor for Alzheimer's challenges from preparation to teamwork to overcome mental and physical challenges. He does not dwell on the negative aspects of AD, but rather that awareness and education are critical to making well-informed decisions, love for the individuals affected is the key to handling difficult situations, and more resources are needed to find a cure.

**Q: How much of the presentation is about climbing and how much about Alzheimer's?**

A: Alan customizes each presentation to the clients objectives. When appropriate, a presentation blends the two topics seamlessly. For example, while discussing his climb of Kilimanjaro when he twisted his ankle, he cites the help he received as being similar to the role of an Alzheimer's Caregiver. While on Everest, he brings the audience into his deepest thoughts of wanting to turn back but then tells a short story of a day with his mom that inspired him to keep going.

**Q: Are there any subjects Alan is not comfortable addressing?**

A: Alan primarily tells his personal story and relates to audiences as a regular person who went through a very difficult journey. Alan is not a medical or legal professional so is not qualified to discuss drugs, treatments, therapies or legal subjects.

**Q: Is Alan available for pre-event publicity?**

A: Yes, Alan is an accomplished media professional with extensive experience speaking on live television and radio programs plus print and web interviews. He can help your organization build excitement around your event or help promote your message.

**Q: Can the presentation length be adjusted?**

A: Yes, his presentation can go from 15 minutes to 2 hours depending on the meeting's objectives. He is also available to conduct workshops.

**Q: Can we video the presentation?**

A: Yes, for use only within your organization.

**Q: Does he have references available?**

A: Yes, Alan can provide contact information for all of his previous events and will match your objectives to a similar event.

**Q: Does he have any special presentation requirements?**

A: Alan uses an Apple MacBook Air for his presentation due to sophisticated animations and hi-resolution videos and images. He can provide a projector if one is not available or connect to almost any in-house system. He needs to connect to the audio system for his videos and prefers a wireless microphone to allow him to move freely on stage.

**Q: Does he use any visual aids?**

A: Yes, Alan brings several pieces of climbing gear he used on Mt. Everest including his full down suit, climbing boots and technical gear. He encourages participants to handle the gear. This is unique for many audiences.

**Q: Where does his travel begin?**

A: He travels out of Denver International Airport.

**Q: What are his fees?**

A: Please contact Alan to discuss fees, however, his goal is to reach audiences with motivational messages thus is an extremely affordable speaker.

## **Contact Information**

Alan can be reached in Colorado at 970-227-4352 and by email at [events@alanarnette.com](mailto:events@alanarnette.com). More information and videos about his speaking including a short demo video can be found at <http://www.alanarnette.com/speaking>