

Bill Kyser - Episode 845

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SPEAKERS

James Geering, Bill Kyser



James Geering 00:00

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science has spanned, but also see for yourself the incredible health impact of this life changing software. And you can find even more information on new comm.com Welcome to the behind the shield podcast. As always, my name is James Geering. And this week, it is my absolute honor to welcome on the show, Vietnam veteran, former firefighter lifeguard, commercial rescue diver and strength and conditioning guru Bill Kyser. Now Bill was kind enough to invite me to his gym and I got to tour the entire facility and saw so many innovations when it came to strength and conditioning. On top of that, when we sat down, as you will hear he has an incredibly powerful and interesting story as well. So we discuss a host of topics from his journey into the military, how that came full circle with him working with first responders in the Special Operations, community, mental health, strength and conditioning and so much more. Now, before we get to this incredibly powerful conversation, as I say, every week, please just take a moment, go to whichever app you listen to this on, subscribe to the show, leave feedback and leave a rating. Every single five star rating truly does elevate this podcast therefore making it easier for others to find. And this is a free library of almost 850 episodes now. So all I ask in return is that you help share these incredible men and women's stories so I can get them to every single person on planet earth who needs to hear them. So with that being said, I introduce to you, Bill Kyser enjoy Hey Bill, I want to start by saying, Thank you, you invited me here to an amazing gym in Fort Lauderdale, which in any gym in Fort Lauderdale is going to be amazing because I'm imagining how much the rent must be. But you know, you have a not only an interesting facility or a beautiful facility, but you have shown someone who's been in strength conditioning for a long, long time, a gamut of technology that I've never seen before. So firstly, thank you so much for the show and tell prior to this conversation,

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Bill Kyser 05:42

well, it was an honor James, and I want you to know, you are now a premier member of club 110. As is your whole family. So you have an honorary membership now.

J

James Geering 05:52

Well, thank you so much. So we're set in follow though I want to start at the very beginning of your your timeline, you've got a very interesting journey in uniform. And then I would argue you're probably more interesting once you transitioned out. So tell me where you were born. And tell me a little bit about your family dynamic what your parents did, how many siblings,

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06:13

okay, I could put it all in one word, blessed. I come from a family of nine. So I was born along with my twin sister. I came first by the way. In 1951, in Palo Alto, California. It's interesting, because digging through my father's artifacts, and what he called his treasures, was a blank check. And the check was to the doctor at the hospital that we were delivered at. And under the memo, it's birth of two twins. And I still have that and that's in with his stuff and will be passed on to my son and all that. So it is interesting. He was a very interesting, man. I'll get in more to him. And his influence, which was huge, incredible is that still to this day is. But anyway, so I was born. They move quickly to Miami, Florida. And it was, it was a nice, a nice place to be growing up. Again, I was right in the middle of the birth order. I had two older sisters, two younger sisters, a twin sister, and a younger brother, who's a baby of the family.

We're still to this day, we always called him the spoiled one. But long story short, my parents were both Christians and very faith based. And it was God, family and country. And in that order, which kind of put things in alignment. And my father had had a very impactful experience. He was raised the farm boy and you know, the rurals of Alabama on a watermelon farm. I mean, you know, working and playing with sharecroppers, and he was chosen to go to Marion Military Academy, and they had a Civil Air Patrol program there. And he learned to fly at a very early age. So when the war broke out, you know, he kicked off his clot hoppers and, you know, walk barefoot in the town. And, you know, where's the recruiter, I'm signing up, and they said, Hey, you got a skill set that we've got a new department called the Army Air Corps. And it's going to be the, you know, the aviation wing of the army. And he said, Sign me up. And he had a very fast career. And he ended up being sent over to Europe as a b 17, bomber pilot, and he quickly made captain and then he quickly made squadron commander. And at the age of 23, and a half years old, he completed 30 missions over Germany, some of these daylight bombings, Distinguished Flying Cross award, few other awards. And I looked at his records a couple of years ago, when I was just putting things you know, in their place to pass on to my son and show that 15 of the missions he was the lead squadron commander, which was amazing and he never talked about that. And he never you know, said look at this or look at that. And he just quietly put everything away and moved on with his life and became a Pan American Airlines pilot and back then you know, they were they were the sky gods you know, first of all, you know the cross the Atlantic first the Pacific first around the world. So he really hooked up with the right people at the right time with the right skill set. And he was able to have you know, such a large family and you know, provide for us all and my mother remained a stay at home mom, which you know, we were really blessed about you know, she was always there and long trips that these you know, you know, international airline pilots make you know, and create the necessity for somebody's got to be at home, especially with all these kids running around.

 James Geering 10:04

Just in a moment nine are you start getting into the shepherd realm by that point?

 10:09

Exactly, exactly. I was a sheepdog at four, because I had a twin sister that I, you know, had to take care of. And again, we were assigned, you know, the oldest one looked at the next youngest one, you know, and that's how the birth order, you know, it, it, it bestowed on you, you know, some freedom, and then some, you know, accountability too. So, and we all looked up to my oldest sisters, in fact, both of them came in and Carol, and you know, to this day, you know, they're the, they're the staunchness, and the, you know, the best and the brightest. So, but anyway, yeah, we, we had a real good family, and, you know, he moved us down here, and, you know, we went to the beach all the time at the park, of course, with a family that size, you know, if you go to the movies that will break you financially. But, you know, recreational pursuits was our day to day activity, and we could get on our bikes and take off for the whole day, and come back, you know, in time for dinner. And that was fine with them, you know, so the freedoms were immense. And I kind of took advantage of that, you know, I became very, very experience driven, you know, trying new things, you know, going here going there. And, you know, places I shouldn't have always, you know, tried or been in. So, you know, I was the black sheep, but, you know, a two older sisters and a twin sister at the time, they're just, you

know, four or five of us. And then I had a younger sister, you know, so I was kind of, you know, is, that was the way it was working out. And so be it. And, you know, that's, that's proper, you know, I'm the only boy in the family. So but yes, I was very much the sheep herder. And, you know, looked after even my older sisters, it was funny, because one of them just reminded me a while back, I came back, and I was like, 16, or 17. And I came back at 12 o'clock at night, and I was, I'd had a couple of beers. And she's at the front stoop with their boyfriend, it was not a boyfriend, just the date. I didn't know who it was. But, you know, in my, in my state of mind, I challenged them, you know, what are you doing right here? You know, he was kissing her as I was driving up. So it was like, what? And they both had a good laugh about it. I didn't think anything was funny, right, then, you know, I know, I wanted to throw down, but she called me down, and he laughed, and, you know, he was a lot taller than me. And, you know, it was that bravado. You know, the alcohol gives us, you know, gets us in a lot of trouble. But thankfully, she was there. And, you know, she turned into the Sheepdog, and you know, brought me inside, and everything's fine. We won't tell mom and, you know, ya know, he's not going to be looking for you at school on Monday, you know, he's a good guy. So, but yeah, I was overprotective, you know, especially with my twin sister. So, but it was just a great, it was a great environment, you know, you're accountable historys that my dad had, you know, and my mom too, you know, she grew up in the mountains of, you know, Western Georgia. And, you know, they, they had a cow in the backyard and a garden. And, you know, it was a victory garden, because back then it was the 20s, you know, and the 20s and 30s, were kind of hard, you know, and they may do and they did well, and, you know, she would walk doughnuts down to the factory, you know, six to 7am in the morning, before she went to school, because her mother had made donuts so she could sell and, you know, they were coming back with, you know, jingling pockets and a few dollar bills. And it was all good. So, and they were a large family, too. I think there were nine of them, and more boys and girls or equal amount. I forget. I had a lot of uncles and aunts at the time, you know, but, but anyway, I couldn't have asked for a better childhood. You know, it was really something the unconditional love was incredible. And I certainly pressed the envelope. I really did. You know,

 James Geering 13:42

so you're obviously aware of so many people, especially that serve that do have issues and a lot of us have, you know, childhood trauma that then goes into the uniform profession. Yeah. And one of the kind of myths that I've unwrapped, you know, just by chance, with all the conversations a lot of time, you know, we romanticize the world war two generation, and actually, a lot of them did struggle when you hear about granddad, you know, a lot of times he was a drunk, he was he was, you know, abusive, etc, etc. And it's understandable, you know, yeah, it really is. Yeah, it sounds like your dad, though, was able to overcome that. And obviously, the proximity of the kill for his kind of position was different, too. Right. What do you think were other things that allowed him to to actually kind of transition out healthily unlike some of his peers. Well,

 14:31

he had a science background because he was going to be a preacher. He was going to be a doctor, a country doctor. In fact, he got, he got accepted to Vanderbilt college, and he, I think he spent a year or two pre med in there, and then, you know, the war had broken out and, you know, he's, you know, like I said, he walked down that path and, you know, signed up, but he

had his bouts. He had his experiences. He had his periods of, you know, depression and a lot of shows we're but intense bouts of alcoholism, you know, and back then that was almost a standard, you know, now he, you know, he he always adhered and abided by, you know, the rules of a pilot, you know, your your you got to be 12 hours from your last drink before you walk into that, that plane, you know, and I think that's the time you know, 12 hours was sort of a given, you know, but he always adhered to that he's extremely honest man with himself. And his humility was just, you know, I still pick up stuff. There's an article on the wall with his picture on the front. And he's in the cabin. And in 1968, he was landing in a Pan Am jet, Palm Beach International Airport. And the malfunction occurred that froze and locked the hydraulic brakes on all the wheels. So as soon as he landed, the rubber sheared off the tires right down to the hub, and he skidded 1000 feet and managed to keep it on the runway. And the article is, you know, jet blows tires, 98 aboard, unhurt. And it was, like, how he was able to keep it and the presence of mind, because, of course, you know, they couldn't diagnose what the problem was, they're landing, they're going through all these, you know, check through procedures, and all of a sudden, it's like, Why, what's happening, you know, and he just rose to the occasion and, you know, observe, oriented, decided and took action. And, you know, through the rudders, and the yoke kept that on the on the runway, which they said was incredible. In fact, the Miami Herald haunted him for days, we would get phone calls, you know, reporters, and, you know, senior senior reporters wanting to interview my dad, my dad said, keep telling him, I have no comment. And I thought, wow, that is so great. He could have, he could have been the hero of the week, you know, interviews, and, you know, who knows what could have happened, he could have been on The Today Show of the day show existed back then. Might have I don't know. But anyway, he just had nothing to say other than, you know, you talk to talk to the people at Pan Am, you know, they're the ones to talk to, not me, you know, and he would often call himself, you know, I was a glorified bus driver. Really done for 400 souls on board, you know, you still think you're just a dressed bus driver goes, Oh, yeah. So, but that's how that's the type of person he was, you know, he took things seriously. But you know, he didn't. He didn't ever, you know, rest on his laurels or, you know, throw things in people's faces, or you know, how great I am, you know, so anyway, I admire that to this day. I wish I could emulate that more.

 James Geering 17:33

Yeah, when you were talking about that, that heroism and saving the lives on that malfunction. It reminds me of Sally, who would love to get on here one day, you know, it was the angel or hero, the Hudson, whatever they call them. Yeah. But then you watch the film. We all think, Okay, that was it. Yeah, he was a hero, right? We move on. Like, no, you talk about organizational betrayal. Yes. Here's a man who saved all these lives. And they tried to throw him under the bus. Yes,

 17:56

yes, institutions do that. And their motivations are some sometimes I'll say varied. Many times. unfathomable, because support is when emergencies happen. That's what you need. You need the support of the people above you and below you and next to you. And especially if you pull off something like that, so you know, not looking for you know, bouquets, but there should be some kind of acknowledgement that there were that was above and beyond. And, you know, you did with the way you were trained, and you still had to make some wild off the cuff

immediate decisions. Go No, go do this. Don't do that. And, you know, to land on the Hudson River in the winter. Wow. You know, not knowing the kind of boat traffic that you're, you know, you might encounter you know, because it's like being in a hang glider. You know, when you're out of power, you're landing somewhere. You know, hang gliders have no engine. So, you know, when you're making your, your final, that's final, you will do that, you know, you will land. Yeah.

 James Geering 19:02

Brilliant. So, you mentioned about your dad being an influence. Were you dreaming of the military when you were a child then? Yes,

 19:09

I was. I was dreaming of, you know, for, you know, during my youth, you know, Roy Rogers, you know, Lone Ranger, you know, I actually I loved horses, you know, I almost it was almost instinctive. I feel like, you know, somewhere in my lineage, you know, there's Indian blood because I had no fear of horses. And it was, it was kind of a funny story that my dad told me he goes, You know, when you first you know, we're around a horse, you want to climb up one of his legs to ride them. He goes, You are really insistent and you know, you burst out crying that you couldn't ride this horse and when our horse we just stopped because we were driving along you know, horses came up and we had a couple of apples that are you know, we're gonna feed I'm you know, we're on our way to vacation. You know, we were in the in the country going up to Daytona Beach, you know, and he said it was the funniest thing you know, we thought How'd you know you had to, like you own the horse, and he kept telling us I know how to ride, I don't know how to ride. And three and a half, we knew you didn't. So anyway. So, yeah, so there were many things that I wanted to do. But the common denominator was, you know, I wanted to make a life of, I want to have fun, I wanted to, you know, be on the right side of, of the law of, you know, smart, smart moves. And, and that wasn't always the case, you know, there's, there's a lot of risk taking that I had, you know, in my teen years, and I started to sway away from, you know, formal education, I really was not liking school, you know, I did not like being pinned up, and you know, 45 minutes of exercise, and then you got to go back in. And what I was, you know, being taught, I really didn't see a lot of relevance to, of course, it was irrelevant, but, you know, I wanted to, you know, go experience things. And in a way, my dad spoiled me, because he would take me on trips, places, and, you know, we'd go for long walks, whether it be urban or rural. And, you know, he'd stopped me going, I look around, look around 100, all the way around under an 80 degree, 360 degrees, look around. And remember this, he goes, remember this point, and he would pick, you know, one of his favorite points, he was a walker, you know, he would go to a city and, you know, a lot of times with these propeller driven airplanes, their layover, because the flight was so long, say, from San Francisco, to Honolulu, or to Wake Island, in route to Shanghai, you know, China or, you know, to Gusa kalpa, it would be, you know, a lot of hours, you know, in the in the left seat, you know, as Captain or the right seat is first officer, and they'd have like 234 Day lay overs, you know, required. So, it was a good thing. And that gave them a lot of time to either get in trouble or get fit, or, you know, and he chose to get fit. So, he's the original fitness nut, that's, that's where I get my legacy. And my, you know, I won't say a gift about my propensity for exercise and wanting to be, you know, be into training, I was, I was, I was happy in that element. And I liked that it was, you know, there's a book, you know, the, the soul of the long distance runner or something like that you can get so introspective. And to me, it was an opportunity to defrag so the, the

endurance events that I gravitated to, to help me with, you know, things like my PTS was, was, you know, regular rather than team sports, I really chose, you know, the, the single, you know, person against the elements. And I would go out to the Everglades, you know, weekends or, you know, in the summer for extended periods of time, you know, we just a backpack and you know, enough food for three or four days, and not even a tent, you know, just a sleeping bag, you know, in the wet times, I had a hammock, so I could, you know, stay above the white ground, when I would go in alone, and, you know, three or four days, and it's how I was able to navigate Vietnam, so Well, you know, I knew a compass, I, you know, I knew a map. And, you know, my dad taught me a little bit of you No, reckoning, and it was, these are skills that came in very handy. So, I was I was kind of a single soul for, for a lot of my my periods, which I enjoyed. I relished, I look forward to, you know, I like challenges.

 James Geering 23:33

We talked about Vietnam. So walk me through high school graduation into the military, then

 23:38

well, graduation didn't occur because I quit school between the 10th and 11th grade, because I just wasn't learning anything. I wasn't productive. And my dad said, hey, you know, I know you don't want to waste your time. Do you want to go? No, this has been a waste of time. And he goes, Oh, you're not interested anymore? And goes, you know, what are you going to do? And I say, Well, I think I want to, you know, travel. And he goes, like, you're going to travel, and I go well, you know, your account, your pan AMCAP and I can get free tickets. He goes, No, no, it's not gonna work that way. He goes, You gotta get a job back. You know, it's getting kind of tight around here. And if you're not going to go to school, then you're gonna have to find your own place to live and get a job I go, okay. So, you know, I went down to the, you know, nearest construction company, and, you know, hired on as a carpenter's helper learned a few skills and a couple of months, I got tired of that and found a place and it was Ocean Reef Yacht Club, and back in 1968 through 70. They were revamping the whole thing, you know, tearing it down, it was an old Yacht Club, you know, in, in key, Key Largo is where it was. So it was, you know, hour drive from where we lived in Miami. And I moved down there and it was free room and board because I couldn't find enough, you know, tradesmen and day laborers, you know, around there, everybody was in the shrimping business or running drugs. So anyway, so I hired on to that and we did very well. While I was working 70 hours a week, 10 hours a day, seven days a week, I do that for a couple of weeks and take three or five or four days off and spend all that money back then I think I was making \$4.20 an hour as a carpenter's helper, you know, an apprentice, and I was learning good skills, you know, framing houses, and you know, laying tile and stuff like that. And so I would make for 20 for 40 hours, and I took the other 30 on, and it was time and a half. So it's like, 610, or something like that. So, so, you know, 40 hours and 420, you know, back then that was big money, and, you know, come back and, you know, date and play and eat and sleep and you know, spin spin my money. And that was good. And, but I was still saving for that for that trip, I wanted to start taking trips. So when he saw I was responsible, and I was paying my own way. And then some. He said, Yeah, he goes, I'll give you a ticket where you want to go. And I said, Well, I want to go to Europe, and he goes out, you know, Europe as a general thing, he lets me recommend, why don't you go to Norway, Finland, Sweden, Denmark, he goes, nice people, you know, very up and coming, you know, they're metropolitan, also, there's lot of rural areas, you'll love the fjords, and the mountains and the

forest of Norway, Denmark is nice, you know, that's good. For biking, I recommend you taking some biking there, and Holland, two bikes everywhere son, they have over there, we can just pick them up and drop them off wherever you want to, like, that sounds good, you know, save me money from having to buy a bike while I'm over there. So I spent better part of a summer traveling around backpacking, you know, Scandinavia. And, you know, my challenge was, you know, I want to get above the Arctic Circle and go swimming, because, you know, the water was freezing. Crazy thing, you know, but you could stay in a hostel for less than \$2 a night, and that included continental breakfast, which for them was a piece of toast and a hard boiled egg, and a glass of milk. And I would eat that but you know, with my metabolism, I you know, it was when I this was in Oslo or Bergen in Norway, you could go down to the docks, and the people coming in from overnight fishing or shrimping would cook some of their catch. And on the way in, and by the time the the boats arrived at the piers, at the docks, you could go out there and buy it for nothing. So I was buying shrimp that had been flash, you know, boiled, and, you know, all this protein, all this good food. And I was like raring to go, I was like, this is the this is the life, you know, I could I could be a vagabond, you know, I could, I could do this for a long time, but my money ran out. So anyway, I still have the map up there. And it's in that bag right there. So I look back on that. And I look at the back of it left with \$143 came back with 28. But what they didn't tell you was I worked sometimes, and it was to get my food and board. And I would go to a college dorm. And this was in the summertime. So the dorms were being converted to being temporary hostels, so you could stay in a dorm room, and I was starting to hang out with the college people that were there for the summer. And, and also the people that worked in the kitchen unit work couple days and you know, get fat again, and you know, take off for a couple of days and not eat. But you know, travel and play. So it was a great lifestyle for me, but it was temporary. And I started to notice, you know, hey, these college kids are pretty sharp, you know, I'd go to the bars at night. And nobody was asking, you know, for ID I tried to grow a beard, I couldn't. But I was able to, you know, mix. And I got you know, I got kind of a social experience there where most of the time I was kind of a sole, sole individual and started to you know, like the environment and, you know, they, they played a lot and they you know, big on recreation, and you know, they were reading the right books, and you know, asking the right questions. And, you know, it was just, it was good, it was good. And I was hearing, you know, a few things that were anti war, you know, but in a good way. It was philosophical, you know, let's explore why why do we have to go over there? Why did why are we there? You know, and they were kind of, you know, alluding to the big military industrial complex. And, you know, Eisenhower said it back in the 50s, you know, be or the end of the 50s or 60s, be very careful America, you know, as I retire and this is my parting shot, you know, the military industrial complex is out to, you know, control a lot of America if not the world, and we see how that's evolved. So not to get political. But back then I was just another element that was helping me mature or getting a more worldview. And I appreciated other cultures, especially the Norwegians, fiery, fiery people, fair minded, big sportsmen, you know that they dominated the Nordic competitions in the Olympics for years small country, but if you remember your history, you know they did not capitulate to Nazi Germany, you know, they fought The fought the Nazis vehemently, you know, now they couldn't do anything about, you know, these huge hordes of, you know, Nazi troops coming in and you know, the ships that were using their harbors, but there was a lot of sabotage going on. And they're very proud of that. And you know, they, they lionize the commandos that worked in unison with the English and with the Americans, and, you know, took out, you know, lightwater plants and facilities and, you know, brought people in and out of, you know, austere environments, so they could, you know, make their hit, and, you know, extricate themselves. So, there's anybody who looks at that, there was one of the first commando elements that really worked with almost nothing. And they were very proud of that. And their neighbors, the Swedes and the fence, you know, weren't as, as fiercely independent, you know, they were so they sort of acquiesced, you know, because it

was just a huge, you know, well, the storm troopers, you know, blitzkrieg, you know, one day, they're not there, and all of a sudden, they're here, and, you know, they come in armed, and it speaks well, and bodes well for, you know, people remembering that, you know, an armed citizenry is important. And it's, it's just important. So anyway, so I was in, you know, Europe for for a couple of months and came back and said, you know, what, I think I think I want to move on. And he goes, Well, what he goes, you know, you can't go back to high school. I said, No, no, I, you know, there's a GED. I said, I think I want to, I think I want to join the Air Force like you. And he said, Well, I'll take you down there. So he took me down to recruiter, and he goes, Well, don't just look at the Air Force, look at what the Army's gonna give you. And, you know, I got I don't want to be in the Navy. You know, it's either Army or Air Force. And I like the Ranger concept and the credo. But the Air Force, like I mentioned to you before, you know, I had direct connotation and correlation and information from a uncle of mine, who was a fighter pilot, you know, in the Korean War and World War Two, he was a fighter pilot in World War Two. And he told me about the heroism of the US Air Force PJ's are pair of rescue teams. And, you know, he related his own experience. And when I heard that, I said, Well, that's could there be a greater hero than you know that others may live? You know, I mean, that's, that's, that speaks sacrifice and selflessness. Right from their very first day. So I approached the recruiter, I told him what I wanted. He asked me my education. I said, I'm a high school dropout. But I took your ASVAB test, and I passed everything but the math, I said, I failed miserably on the math, but everything else I scored high on. And he goes, Okay, well, you know, you'll take it again, right here. And you know, I'll set it up for you. And we'll decide. And I did I tested high. And, again, I failed miserably. And Matthew said, Well, don't worry about that. He goes, No, we can, we'll enlist you. But for people that are high school dropouts, and don't yet have a high school education, you have to agree, you're gonna have to sign that you will get a high school education within the first 12 months of being active duty in the Air Force. Otherwise, that's it. So the 366 day you're out. So I complied and I got the GED no problem. But what he had failed to tell me was that he also



33:23

knew that as not as an as a non high school graduate, para rescue was not interested in me. So and so I came in, under what was called Project guarantee, which was a program that, yes, we'll take non high school graduates, but we'll put them where we need them the most. And where they needed them the most was security forces, because everybody was going to Vietnam, and especially the Air Force, they were building up their bases over there astronomically. So it's like, well, we need perimeter defense, you know, we're getting, you know, all sorts of, you know, enemy contact, you know, we need to put boots outside the perimeter. So, you put on your questionnaire that you like dogs, and you work with dogs. What kind of dogs with these? And I said, Well, German Shepherds because my family raised German Shepherds, I can remember him saying, Alright, perfect. That was that. So unbeknownst to me, though, because I told him, I said, now how do I, you know, take the test for pair rescue, because will you do that and bootcamp and he goes, you know, they'll come and they'll ask for volunteers. And, you know, you just raise your hand then and they'll give you another test. And it's gonna be kind of tough, but, you know, if you can make it, you know, you might be a candidate for the school. He goes, but it's a two year course. It's not easy. You know, you go to the diving, you get into parachuting, you get into medical and not just like, I got, I got more interested in the more I heard of the task, and the certification, so I was good to go. But you know, that didn't go as planned. So, act two. So I'm in bootcamp, we're coming on our third three more weeks to go. And I go, Where are the PJ recruiters, they were supposed to be committee coming in and pitching pair rescue to us, you know, where is it? And the DI said,

Well, no sign you're in the squadron because your project guarantee I go what's project guarantee? He goes, Oh, they didn't tell you. Well, I hate to break it to you. But you're you're going to be a security policeman? And I'm like, oh, no, I'm not. And he was, oh, yeah, you are. And he was right. And I was wrong, but I fought it the whole way. And I did what I could, and I really alienated myself, and sort of took it too far. And I went ahead and complied and stayed in active duty. But that was my first raw, sort of a deceitful. You know, we don't care what you think what you can do. You know, you you think you can earn it, we're not even going to give you the chance to. And that's all I asked for it. Just give me a chance. I'll show you how good I am. Yeah, but that didn't occur. So that was a big surprise, big disappointment. And it kind of set set me on the wrong track, as far as you know, trusting big institutions like the Air Force and government.

 James Geering 36:09

So what was your experience in Vietnam that I mean, you're on the security side. So you know, what, what did that kind of movie look like? Through your eyes?

 36:18

Well, by the time I got to Vietnam, I was over my pity party. And, you know, I'm just gonna have to make the best of things. And they go, we need volunteers for canine to go. Yeah, no, I thought I was gonna be in canine, oh, no, you gotta qualify for this, you know, because these century dogs, these were badass dogs, you know, and again, they were rotated by their, their trainers, you know, their their handlers, you know, would rotate in and out every year. But they stayed. I mean, the dog that I got had been there three years, which to me was a big plus. Because this dog Max. I mean, he took care of everybody on the team. So we went out and 12 man teams, and it was joint for us. We had Republican Korea Marines. We had a couple of US Marines, we had two Army Rangers that had been through the navigation, or what they call the Pathfinder. So everybody had a skill set. So mine was, I'm the canine handler. So I'm point or sometimes I'm dragged in the back, but most of the time, I'm point and they needed medics, so I volunteered to also be cross trained as a medic, and that was something I'd always been interested in. It goes way back, you know, I was able to tend my own wounds, because my grandmother was a nurse, and she would show me how to dress a wound and clean it up. And my dad was pre med Vanderbilt. So he gave me his medic pouch that he carried when he was, you know, on a bomber crew, and, you know, his 30 missions to me, that was, you know, the gift. And, you know, it had all that cool stuff in there. And he taught me how to, you know, sling and swath and, you know, for a broken arm, it was great, if he knew what he was doing, he was really drawn me into emergency medicine. So anyway, so I volunteered as a medic and, and I was cross trained there. So I had high value with the teams, and my dog was experience. So I was people wanted me on their teams, more for the dog, the dog was experienced, Max just knew everything. Max was not just a century dog, you know, you know, trained to detect movement sound, and then be aggressive. When the time came. That dog was more of a Scout dog that dog he, he knew the trails, because he had been in the den denying area the whole time. So and he was not affected by illumination flares, not affected by any kind of explosions, no sounds, sometimes I thought he was half deaf, but then I would hear, I would see his ears prick up, and we were on post, and you know, I was behind him. And you know, sometimes even in the summertime, you know, if it rains all day, you know, you're losing your body heat. And I was you know, I'd be near freezing at night because it would drop 20 or 30 degrees. Now,

it's damp, and you know, dark and cold, you know, windy, sometimes we were on, you know, a lot of times we'd be on a ridge line just below the peak so that we could observe, you know, the, the area below us and give the dog you know, free free vision. And the dogs were so adept at detecting movement as well as sound so it was great. So if we could perch there we would, but what I would do is to try and stay warm, I would take my my my poncho liner, which was really just a nylon blanket, but a big one and it always you know, would dry out real quick. I mean, it's brilliant. I still have one today from 5060 years ago anyway, I would drape it around me and him and his body he would help me and my body he would help him and plus I could detect movement and so you know the time when I'd you know kind of you know, think I'm drifting off all of a sudden you know, hit shift weight or hit, you know, sniff or his ears perk or his head come forward, and it would wake me up. It's like he's On alert, no, he's not all there. Okay, good. You know. So it was, it was a great teamwork sort of thing. And the people that we were responsible for, you know, that were in a semi pattern, you know, trying to get a couple of z's, or half of them anyway, you know, we're very appreciative that we had an animal that had 10 times the vision, and 100 times the smell capability as us, you know, because all we could smell were ourselves. You know, and, you know, we couldn't say shit. So, long story short, we had a very rewarding, positive reinforcement experience over there. And it sort of calmed me down a little bit, because there was a pair rescue Squadron at Danang the 37. And they were famous because of a denying, you know, right through the DMZ, you know, Cambodia is right next door, Laos is not far away, North Vietnam is right across, you know, they were a very active pair rescue teams, and a lot of lot of action, a lot of rescues. And I thought, if anywhere, I can sneak in to a pair rescue unit and prove myself and you know, get on with them, that would be the place. And I had been at two previous bases, you know, but my last six months was at Anang. And which was a good thing. So anyway, long story short, I was able to approach the 37 and let them know that, you know, I'm here, I got a dog. If you guys are thinking about, you know, I heard that, you know, you guys were thinking about using dogs, because, you know, finding the pilots, sometimes it is a real challenge. Sometimes these pilots would eject, you know, unbeknownst to them. Now, they're, you know, going through their penetrating, you know, three different covers, you know, the tall trees that sometimes were 300 feet high. And then you've got a second zone where it's the, you know, the middle density, the forestry, and then you've got, you've got ferns, it could be five or six feet high. So it's really hard to find somebody now they had ePubs, these images emergency position indicating radio beacons, but they weren't always effective. And a lot of times they would get damaged when the pilots ejected. And also, because the F fours something was happening with the explosive bolts I heard, I don't know. But they were getting a lot of head injuries. So they were being ejected into the canopy as the canopy was coming up, but not yet deployed and buying them. So they were sustaining head fractures and you know, they would lose consciousness on the way down while they were you know, coming down in the chute. So anyway, there are a lot of injuries occur through rejections or being shot down. So they could use the dog. So they tried it for a little bit. But quickly, within a week, they abandon that idea and that concept, but they allowed two of us to stay on. And they said, you know, you can't, you can't call yourself a PJ, you can't do anything that you know, like what we're doing. But you can ride with us, we need an extra pair of hands, we need extra scanner, you know, we're gonna put you in that left seat there, you're gonna look out the window. You know, don't say anything overcomes unless you see something, you know, anti aircraft fire, or, you know, something that we need to be aware of, like, and then shut up, you know, okay, absolutely, you know, so and then that transitioned into, hey, hold this bag, you know, make like an IV hanger, don't move. And, you know, hey, you know, helped me do this. Hold that till pretty soon, you know, they started to slowly accept you as an aircrew member, but still, you know, nowhere near what a PJ could do and was doing. But I got a taste of it. I got to look at it. And it was like, Yes, this is my destiny. This is what I, you know, really want to be.

 James Geering 43:48

When I think of Vietnam, World War, excuse me, Vietnam era PJs. I had a director of the last full measure, and it told the story of William pitsenbarger pitsenbarger. Thank you. I'm glad you said that because the word I had written down was wrong. But yeah. And so yeah, that that heroism of a PJ that literally could have, you know, extracted and gone back to the base, right, stay there. Right. And they just it was funny, right when we did the interview, I think just before that they finally awarded him the Medal of Honor. Yes, but decades later. Yeah,

 44:24

exactly. Right. Right. But I have to tell you, in all honesty, what pitsenbarger did, was not unusual for what PJ's were doing all the time. These guys were fearless. I mean, I, I saw I saw heroism on a regular basis.

 James Geering 44:48

So a lot of people have come on here that our view of Vietnam veterans we talked about at least the facade of the ticker tapes of the World War Two that yeah, Vietnam was a very different conflict. and very jarring for a lot of veterans that gave everything out there and lost friends and limbs and, you know, mental health. And then they're spat on piste on all the stories that I've heard. What was your homecoming story?

 45:12

Well, it was interesting. I had I left good friends back in America. Okay. And I came back two good friends. And their first reaction was, we don't know what you went through. We just want you to know that we're here for you. And it was like the next door neighbor, Senate, as well as a guy that I met when I was, you know, four or five years old, you know, contacted me, hey, we haven't talked in 15 years, just want you to know that, you know, I heard you were back, you know, your mother spoke with my mother and passed on to me and your back and, you know, sound like you're in one piece. And you know, we'd love to get together with you not to tell me anything about the war. I'm just here for you. And, you know, if, if we could restate this friendship and re you know, re resume it? I'd be I'd be, I'd be really up for that. Which was great. Yeah, that's right. It is it is yeah. As soon as I got back, I went into college. I started taking full time courses at night and Miami Dade College in Miami, Florida. And I got a job as a lifeguard on Key Biscayne. And, you know, it was it was great, because I could they the, the commander of the lifeguard department, he, there were a few of us that were Vietnam veterans, and the ones that were in school, he would give us outline, guards houses, so that that wouldn't be heavily populated. And he goes, if it's not nobody around, you can go ahead, you can study, but I want you looking forward, I want you bring it up, I want you scanning, I don't want anything to happen. When somebody gets on your beach, especially if there's children around, you got to pay attention, you got to have eyes on Yeah, he goes, but we know, you know, on rainy days, it's going to be deserted up there. And you will be alone. And you can read and you can study and that sort of thing. You know, but it's either a book or radio, you can

play the radio, okay, or you could play music, but you had to be up and around and looking. Or you could be reading a book on the outlier stations, the post, but you know, so it was great. So I was able to, you know, make A's and B's all the way through college. And here I am, well, you know, a high school dropout. But I was highly motivated, you know, I wanted to get more into Paramedicine I was actually entertaining, you know, hey, I could be a doctor, you know, good er, because what I was doing in Vietnam, and what these guys were showing me what to do, were advanced medical procedures. And these pair rescue men are trained for so much. I mean, nothing rattled them. And they just, you know, they had a, they had a process, you know, it was, you know, they knew the mnemonics, they knew the acronyms, you know, they could talk in language that, what did he say, you know, what is what is, you know, what is the MO D? What does that, you know, what is that, you know, and so I wanted to learn that, you know, and their skill sets were incredible, because they were functional. They were academic, they were intellectual. They were they were spiritual. I mean, these guys were, you know, they were stoics. But they were intelligent, humble. And just, you know, you knew you could count on them and depend on them. And you knew that they would look after you before they would look after themselves. And that's hard to find a war. Yeah.

 James Geering 48:50

So you were lifeguarding? How did that path take you to the world of the fire service?

 48:57

Because a lot of firefighters are off days, they were lifeguards, because there was such a cush job being out there on the beach and all and for Vietnam veterans. It was like, This is paradise. You know, I mean, this is great. And growing up in Miami, I mean, we could bite to the beach. So you know, I was at the beach all the time. So I was a real good ocean swimmer. You know, and I had no fear really, you know, my dad explained to me, you know, I remember him showing me a tiger shark that it washed up at this place on Rickenbacker causeway on your way over to keep us cane when we were children in Miami. He would take us to this little beach and it was like a little private beach. It's called bear cut. But the bear cut inlet was a real strong current that came in and out and sharks were all over that current because they could wait for fish to come through, you know, going with the current and you know, they had their meal coming in. It was like you know, takeout you know, brought to him. So we anyway, so it was a it was a known shark Haven and my dad and I swam there all the time. And we swam one time across the whole inland. And you know, I got tired. And he goes, Oh, no, I just hop on my back. And he was actually swimming. With me holding on, I'm still kicking, but I was holding on on his back. And I was realizing this guy is so powerful, that I'm confident. And he's not even getting winded at all. And he's, he's letting me ride him. And it was like, I felt so secure. That was one of the peak moments that I had with my father. And he never knew about it until years later, when I told him I said, one of the most powerful things I ever saw you do, I was feeling at the same time, because you were doing a, a broad stroke, and then you switch. So you're switching strokes. And I know now that that's because you didn't want to get fatigued or you know, didn't want to do too much. I go, but I never felt safer. In before. I mean, it was like weeks or months or even a year before, we had seen a tiger shark that had washed up on the on the beach. And you know, it was just laying there. And you know, nobody had moved it away. And it was like a fresh, you know, a beach. So I'm like, I'm looking at that thing. And I'm like, that is big. And it was it was about seven or eight feet and to you know, three or four year old. That's real best



James Geering 51:14

jaws. Right. Right. Right, you



51:17

know, and it was a mean looking son of a bitch, you know? And my dad said, Oh, no, because they're not interested in us. He goes, No, they go after fish. So they don't, they don't aren't interested in that. This was last time you heard somebody with, you know, got bit by a shark. And we swim here all the time. You know? So anyway, so I was like, oh, okay, good. I'm glad. But you know, so, so yeah, so water was comfortable. To me, the environment was good, allowed me to study and keep my grades good. And, you know, I could come back and say, Hey, Dad, you know, your son, you know, went from a high school dropout to you know, now he's just about ready to get his associate's degree, because good sign. He goes, Yeah, yeah. What can I do for you? I, I want to give you a graduation gift. And I go, Oh, okay. I go, Well, remember that trip I was asking about years ago. He goes, Oh, yeah, yeah, that's still Yeah, you want to go? Where do you want to go? I said, I want to go around the world. He goes, Oh, well, how long do you plan on being I said, as long as it takes. And he goes, Well, he goes, you know, you'll need more money than you know what your other trips involved. And I go, Yeah, I know. And so I was making good money and saved a lot. And so he gave me a trip around the world. And back then dependents, you know, were treated just almost like employees were Pan American. It's a great family, great, great work environment, you know, they took really good care of their, of their workers. So it cost me a total to go around the world. And I think I hit like, 14 countries, every continent but Antarctica and didn't go to Australia either. Wish I had. But anyway, I stayed more closer to the equator. You know, I like the weather there. And I got a did it for \$39. Cost me \$39. Yeah. And again, backpacking, I knew the youth hostel arrangement, I got a Eurail pass, you know, and I stayed in Europe for about, I guess about three months, 12 weeks. And it's time I had a girlfriend. And I told her, I said, Well, you know, I'm going to be gone for a while and have fun. And she goes, Well, I think I want to go to and I go, I'm going around the world. And she goes, Well, I bet if I meet you somewhere, and I thought I go well, yeah, I said, you know, you'd like Norway. And she'd heard me talk about Norway anyway, she goes, Yeah, and I gotta tell you what I go, I've got things to do. I want to go down to Africa. I want to see Morocco. I want to see Tanisha. You know, I want to I want to get to the Atlas Mountains. I heard the climbing was really good there. And the people, you know, we're kind of positive. And I said, you know, North Africa is something that I it's close enough to Europe, I can go right across the Straits of Gibraltar, you know, you know, the people are friendly. And I think I'm going to check that out. She goes, Okay, she goes, Well, I'll I'll I'll hang around Europe, and why don't we meet in 12 in six weeks, and then we'll travel for six weeks. So that sounds like a good idea. So we both left about the same time. And she basically is younger and Scandinavia. She liked it so much Denmark, Sweden, Sweden and Finland. Not Finland, Denmark, Sweden and Norway. And so she did her thing. I did mine and then we met up and at the American Express office in Oslo, Norway on a cold morning and I gone four days straight on the rail system, and it took me three days to get through Spain. Like holy crap, I'm not gonna make it. I couldn't get in touch with her other than let her you know, there was no cell phones that or anything like that. And I didn't know where she was. She was in hostels to, you know, just meet me We're at this date at this time in the morning. But I made it, I've just made it. And she did too. And so we traveled together for six weeks. And it was, it was a great time. So we had I had a good trip, and then we split up in Greece. And in Athens, Greece, she flew back to the States,

and I've kept going east. And my next stop was either Iran or India. I forget which one. But it was, it was quite an adventure. And my dad really liked the fact that, you know, I still had the wanderlust and I, he was still able to do that for me. And that was the best graduation gift I'd ever heard of. Yeah, so I give him my job as a lifeguard, and then went back and then got into the fire service or wanted to and, you know, had start as being a medic first. But there was a period of time where I was, you know, building tennis courts. And because I still had some school I wanted to go through, I thought I was going to get a four year. And so you know that that guy kind of interrupted.

 James Geering 55:57

So how many years did you end up spending with? Was it in Lauderdale? Was it one of the surrounding areas? Miami, Miami. I was in Miami and Miami or Miami City?

 56:07

Will South Miami. Yeah. Pine Crest area. Okay. Yeah. Where I grew up. Yeah. Right.

 James Geering 56:13

So how many years did you spend in that profession? And what was it that took you out?

 56:18

There was an opportunity to, to go up to Charlotte, North Carolina, and my girlfriend at the time. We had been dating for a couple years. And she eventually turned into being my wife for almost 30 years. So that was, that was a positive thing. So we were getting closer and closer. And I said, I really you know, you like North Carolina and your parents have a cabin up here. We've gone up a few summers really like it? Why don't we spend a couple years in Charlotte, North Carolina and get away from you know, Miami, you know, kind of tired of it and got about everything to do in there. And so we did, so we went up to Charlotte, North Carolina, and I got enrolled in Central Piedmont Community College and enrolled in the Fire Science Technology. There's my degree up there forever, what it's worth, it's right up there. You know, I say, yeah, right. So, you know, it kind of overrated because it all boils down to putting the wet stuff on the red stuff, right? You know, but I learned hydraulics, I learned fire science. And it gave me a qualification. And it, it, it made me more attractive to those that were hiring, and then also to get into the officer corps and to take a position of leadership. So it paid it paid for the time and the effort, but it was tough, because, you know, I was working, you know, as a medic, and you know, sometimes, you know, 48 hour shifts, you know, like how you relate, you know, sometimes it's mandatory, and sometimes it takes a week to get over a 24 hour shift. You know, I remember one time right before my first son was born, you know, money was tight, and, and at the time when I found out that she was pregnant. Then I said, Well, right now we're in an apartment, I said, but we're not going to be an apartment. And when he's born, I said, we're gonna have a house, and I don't know how we're gonna do it, but we're gonna do it. And we did it, you know, a nice custom house, you know, I bought land outside of Charlotte and, you know, got a contractor, and, you know, got a mortgage and, you know, said, you know,

whatever it takes I'll have that money, you know, back then, you know, the interest rate was high, but the houses were cheap, you know, so I was able to buy the land, quarter acre in the woods, nice area. \$10,000, then the house to build was 32,000. So 42,000 I'm all in, you know, 1600 square feet in the woods in the country. But, you know, proximate to Charlotte, North Carolina, turned out to be a great suburb. Great thing. So anyway, and I was working for, you know, medica, Charlotte, or Mecklenburg County Ambulance Service, you know, which was affiliated with the fire department, but the fire department was started getting into Paramedicine, too, but they resisted it, you know, the old guys did not want that. That other task, you know, they wanted to fight fires, and that was it. And they had a few fires there, but nothing that would justify having a crew of eight, you know, all around the, you know, the city and the county, you know, so anyway, when they brought Paramedicine in, I'm like, absolutely, yeah, make me a firefighter paramedic. You know, in fact, the first interview I had they go Why do you want to be a firefighter? I go, I don't I want to be a paramedic on a fire department. I was a paramedic on an ambulance service is crap. You know, they treat you like crap because they you know, they can hire an ambulance driver any time and you know, the medics, they don't care if you're just an EMT, I want to be a paramedic, advanced paramedic, I want to be an officer and the fire department is the best place. So it was it was a brief interview. But he understood what I was getting at you know, so anyway, so it worked out all well.

 James Geering 59:52

So what took you out of that profession, how many years you spend it and then what took you out? Money actually

 59:59

I Couldn't make enough money to support a new baby and a wife to be able to stay at home. And that was the thing is that I was very clear on, you know, I really want you to put 100% time and effort into the our children, you know, now when they go to school, you know, second third grade, you know, they're there, they're good to go, you know, you can go back to work. But for the time being, you know, let me work, you stay at home, you feathering the nest, you take care of the child, I knew how important early child development is, because I saw the children that were born before me, and the children were born after me and my own experience, having my own mother be at home for all of us all the time, she was always there. So we had a Rock of Gibraltar at home, there was no abandonment issues, there were no Where's where my parents, you know, nobody's caring for me, I can't go to anybody and get an explanation for this or that. And I've always got a caring, you know, caring heart, you know, you know, sometimes a hard hand, but a caring heart. But anyway, it, it was something that was very important to me. And fortunately, for me, it was important to her too. So, but I couldn't work hard enough, because you weren't being paid a lot back then, you know, and, and I was, I was just being worked from one job to another job to another job, and, you know, minimal benefits, you know, no overtime, because I was a cook at a, at a fish house, you know, nights a couple of nights a week. And that was good, because I could bring home fish and bring home Hushpuppies you know, but you get tired of that after a month, you know, I didn't want to look at fish. And then I'd be a in the summertime, I'd be on a construction crew. And you know, somebody's young and, you know, fit, you know, they're gonna put me right on the roof, doing, you know, trusses, and you know, it's hard, you know, dangerous work. And in the wintertime, it was no better. So, so I was doing three jobs, you know, and I was just burning myself out. And

then, you know, I try and, you know, work extra with the, with the ambulance service. And one time I did a 96 hour. And it was it took me a week, and I thought I'd never do that again. And then I saw my paycheck, they took so much more out, you know, because I worked overtime. So, you know, the disbursements went up, and I'm like, I I ended up making like 12 bucks an hour for you know, being at the four busiest stations, you know, working 20 calls a day for four days, you know, and Charlotte was a knife and gun down. You know, there was a lot of trauma. Beautiful

 James Geering 1:02:47

now, they must have done some some good things politically because I just went there just to, to emcee, a fundraiser for Operation Enduring warrior, which is a great organization. And yeah, it was, it was beautiful. Yeah,

 1:03:00

yeah. Good. Yeah, it is nice. It is pretty country. So I said, I gotta make more money. So I started looking around. And I started looking into commercial diving, hard hat. And at the time, you know, there just been an oil embargo, you know, in the mid 70s. And, you know, hey, we got to explore more. So they were popping up oil fields and oil rigs in the Gulf, in the North Sea. And, you know, the more risky it was, the more money you made. And that was like, this is really 100 \$150 an hour. And they go, Yeah, and if you want to be a saturation diver, where you go down in a bell, and you stay down for a week at a time, you know, doing your work, and then going back to the bell, living in a little bubble. They go that's like, you know, we'll pay you \$200 and more. So I like what's the what's the highest paying job go? Oh, rescue diver, you really? rescue diver? Yeah, yeah, you just wait on the on the tender. And then if there's an emergency and they have emergencies, and you know, you gotta go down and get that diver, find them first. And then you know, if he's, if he's untethered from his umbilical, you know, you're gonna have to do a search, you know, you'll be trained how to do a search, and it's just an ever expanding circle, you know, but you're in the dark, and it's cold. And you know, you have limited air supply. And, you know, you're walking around in a circle hoping that the tender a topside is you know, reading that right? And being able to, you know, not jam this or have that gut communications were difficult because you were breathing, what they call a heliox mix. So you had a real high tone, you know, you like Daffy Duck. And it was Yeah, it's really hard to understand.

 James Geering 1:04:45

Oh, my God comes coming back from Oh, yeah.

 1:04:47

I mean, it was comical. Yeah. I mean, you started laughing at yourself hearing yourself talk, you know, because it was no narcotic. You know, all gases are necrotic in enough depth, but they use helium. So the nitrogen narcosis wouldn't occur. So the nitrogen was very low, the Helium was higher, and then the rest of it was oxygen, which still had to be parsed out. So the partial

pressure so that's another thing, you know, and you're doing a bounce dive, you're bouncing down, you know, finding your your victim, trying to stabilize them and get them to the top or back in the bell. You know, sometimes they had emergency bells, where do you go down, they'd go from the bell. So anyway, that was big, big money, but it was big, big risk. So I signed up for it, because I thought, Okay, I'm going to work for two years, I'm going to make \$200,000 We're going to buy a home, we're going to have money, we're gonna make good investments, and we're never have to work another day in our lives. Sounds good. Timing is everything. Okay? All of a sudden, the North Sea all these, you know, all these wells, and these, you know, tests are coming through. Now there's a glut of oil. Now, we don't need so many commercial divers. And I heard that when I was finishing up my tech school, I had to go to an eight month testicle and how to be a hardhat. diver. But at the same time, the more diverse the more oil in the ground and under see, the more divers they needed, the more accidents and injuries were occurring. So guess what they didn't have, they didn't have any diver medics. So the owner of the ocean Corporation, I'll never forget Larry Cushman. He hired this Dr. G. Gordon Doherty, who was a Bay City, Texas industrial medicine doctor. And they approached me and they go, we want to ask you a couple questions. What's your background of Vietnam? Because you put medic, and I go, yeah, they go, how do you how are your skills? Now? I go, that's pretty good. Because, you know, as a lifeguard, I was, you know, sometimes I'd have to do CPR. And sometimes I had to do this and that, and then I was, you know, Medic on an ambulance, you know, beforehand. And they go, here's what we're thinking, we want to start the National Association of diver, medical technicians. And that doctor right there, Gordon is going to head it up. But he needs help. He needs real street medicine skills, and he doesn't have it. He's college educated. And he's good at what he does. But he needs somebody like you that's been on the street. Can you take your skills and put them underwater? And I go, Well, what's the difference? I'm just breathing air, right? It's still there. I still have to do that. Because now you know, it's going to be different, but we'll show you. Okay, so from now on, any class that you want to go to or take will pay for at this school, but you were thinking about, you know, being into non destructive testing or analysis, or just be you know, a hotshot, you know, saturation diver, I think we've got something better for you that you'd like, how would you like to head up the program? I'm like, oh, hell, yes. Yeah. Now, this is a leadership role. And I get to create something. So I created a whole course on emergency medicine for divers, which got approval from the National Association of diver medical technicians. And it was basically an ambulance service for deep sea divers. You know, we need a guy who's first a diver, and then a medic, okay. And it's a lot easier to train a medic to be a diver than it is a diver to be a medic, you know, and a lot sooner, you know, we're set up for DOD teaching divers, you know, so it was a beautiful blend, and to work with those two guys, was the height of professionalism and mentorship. You know, Gordon, he mentored me, he goes, Yes, we need this. And we need that. And we did. And I go based on what he goes, the people that come to me injured. He goes, I'm getting all the calls. And because I'm in beta at Texas, that's the first landing spot. That's the quickest spot from all these Gulf rigs. He goes, you know, the helicopters are bringing them to me, you know, or Galveston, you know, I meet him in Galveston because there's a big hyperbaric chamber there. So I learned hyperbaric medicine, I learned, you know, saturation diving, and then I put it all in, you know, let's put the package together. It was the same thing to pair rescue window, you know, but we're just going deeper. You know, they do scuba, we go deeper, and our equipment is a lot more complex, with a gas mixture and all that, you know, and it's a heavy rig, you know, you got to, you got to really be able to do it. So anyway, so it worked out real well. And we were able to reach out to the penitentiaries in Texas and we say we have a trade school for you guys. If you want it is highly risky, but you get to be by yourself. Offshore, make good money, and you can't do drugs. But once you get back on shore with all that money, we don't care what you do. You just gotta show all the drugs. Exactly. Right. Yeah. Yeah, we just got to have one understanding. You know, you can't do this. And I never met a

more motivated demographic than an ex con. Who says I got a shot here. I got a shot and making \$150,000 a year honestly. Okay, and you know, I don't need drugs, you know, I've learned to do without drugs in prisons, you know, it was still available. But you know, it wasn't a good thing to be doing. So, you know, I worked on physical fitness and we took these guys through qualification courses and is real simple. We put a big, big tin bucket over their head, and we started bagging on it. Sorry, from we started banging on it. And the guys who got rattled, it was like, Well, you're not good for a hardhat diver, you know, you just, you know, you're getting a little bit wiggled out, you know, and then it was, you know, doing physical stuff, you know, climbing this hauling that and you know, the hose that they had to wrap up and on teaching them a few skills after you know, three or four days of qualification course, we had our we had our source, then, you know, teach them how to be medics, they were highly motivated, you know, I can save a life good, I can save my own life even better, you know, so it was good. So I had a real good experience with that. And then I got a call from Pompano Beach Fire Rescue saying, Hey, where are you been? We've been looking for you. We thought you were in Charlotte, North Carolina working for an ambulance company. We heard you got a degree in fire science technology through Central Piedmont Community College. Well, we want you to come on down and interview for us. And at the time, you know, I was you know, working as a, you know, deep sea rescue diver, but the risk the time away from my family. You know, there were a lot of negatives to that thing. And I wanted to be a family man. So I'm like, Well, you know what, I could work as a lifeguard on my off days, be a firefighter paramedic, I could benefits got a good pension got a good insurance company, you know, not nearly as risky as being a deep sea rescue diver. Yes, I'll come down and interview so I did they liked me, I liked them, bam, got hired by Pompano Beach, they go. Don't worry about reciprocity, you know, we're gonna send you to paramedic school, because you got to go through the Florida paramedic program, you know, what you did in Texas, and, you know, Charlotte, North Carolina, and with this diving company is great, but, you know, we need this. And, you know, we need to send you through the fire academy, but we'll pay for it all. And you know, you'll just be on, you know, that kind of duty, you know, academic duty. So for the first four or five months, you know, I was doing going into paramedic qualification at night, and going through the fire academy during the day, it was great, I loved it, you know, like, I'm on vacation, you know, this more training, you know, more training, it was good. It was good. So that's how I got on with the fire department. And the court, the program was fairly short. Because I quickly realized that it's, it's rewarding to have the skill set is very frustrating to know that, in the grand scheme of things, you might save two to 5% of your cardiac patients. That's just the nature of it, you can't get to them fast enough. If you were next door, and they had a heart attack and you found out within the first 30 seconds, it's still you're still going to have a hard time resuscitating them. Once the PERT the body loses, you know, oxygen, or the capacity to circulate, it's going to be really tough. And what do you bring him back? You know, I mean, sometimes, you know, the brain damage is already there, the atrophy, and the you know, the lack of oxygen to the heart muscle is going to be a comprised organ, you know, it's not a, it's not a good outcome most of the time. Now, some people say that's a dirty little secret, but it's not a secret. Doctors knew that. They see it all the time.

J

James Geering 1:13:39

I talk about this a lot because I was an absolute shit magnet in my career, and I never had a single code save 14 years. And just I had the GI bleeds a triple A's, you name it, the everything, everything that you don't come back from Yeah. And just also those those cardiac arrests where the person is so disease, yes, the car is just calm. It's broken. Exactly. But when you think about the way we're trained, it's like, you know, the mega codes and all these things. I do

this, this and this. Yeah, they're not saying every time it's gonna come back. But you know, there's an expectation that sometimes you're going to save it, you know, and you see stories of the guy that came back to the station with a cake and a lot of stuff, right. But on the other hand, we set a lot of our responders up for failure if we don't underlined like the shame was structure fires and searches and things. Yes, a lot of times are too late. A lot of times that dad that always has that, you know, and it's very doom and gloom, but I think you have to put that in as well. Otherwise, like me, subconsciously, what the fuck 14 years I was diligent as an EMT, and then a paramedic. I did extra training. You know, I knew my protocols, you know, these codes went well, but they still fucking die,



1:14:52

right? 100% James, and that's the truth. And that's a hard truth to take. And that's a hard Our truth The take home with you. And, you know, I had an ER guy tell me one time and didn't need again and me and the team, everything went right. You know, I mean the 12 gauge went right in, we got that going. It was a rollover I 95 at 2am You know, poor lighting raining, we pull that guy out, you know, it took a hearse tool to get access to them. And, you know, we got him on the backboard, we're doing compressions, all of a sudden, we're getting sustainable rhythm Hall, right, you know, let's get him to the hospital. We get him there and can sustain viable rhythm and have like crap. And we were all you know, just down about it. Because we put our we put our, our heart and soul into it. And he took us all aside and he goes, Hey, just remember this, you can't save everybody. And I remember thinking and all the way back on the truck, we're talking, can we save anybody I need this is really the we don't like the odds. And that was the first time I voiced it. And in unison. I got ya know, this sucks. And this, this is starting to suck a lot. And what was especially frustrating to me what changed my whole perspective and my career path from that point on was remembering that most of the cardiac and strokes that I responded to it with was in the home. It was usually a male individual in their 50s or 60s. They were in the same element. They all had the same common denominators, and ashtray full of cigarette butts, a empty bottle of bourbon or hard liquor, an empty bag of chips or popcorn or some other fast food, a lot of well worn remotes and a well worn Barka lounge or sofa. And it was like, Okay, this guy killed himself slowly by his diet and his lack of exercise. And, you know, it only took something small to trigger something monumentally destructive and fatal to him. And he should have seen it coming. Because this probably happened. You know, if he's 50, he's probably been doing this for 30 years. And what did he think he could get away with? I mean, it's like, this just makes no sense. Okay, I'm a reactionary. And if I was a primary intervene, or an influencer, I think I could save more people. And at the same time, I started reading and hearing about personal training in California, you know, the movie star, this guy, Jake, you know, trainer to the movie stars, you know. And I read where he not only was making \$100 an hour, which was four times what I was making as a medic, but he was changing lives. And he was doing it and having fun at it and making good money at it. And I thought, you know, what, this is worth a shot. And I shared it with my wife, and she goes, Oh, no, no, no, please, please, you're in a good secure position, you're going up the chain, you're going to be an officer, you know, we're secure. There's a pension of a good, you know, insurance policy here. I said, we can replace all that. I said, the thing is, is that, you know, I'm not happy, being futile in my career, I think I can do more good. Coming into people's lives, even if it's just a couple of months, sooner than what this you know, event that's going to happen to them, because I can give them a new life. And it's simple, is just do the right thing. You know, eat less move often. It's as simple as that, you know, now, the hard part is taking action. And they don't think they can do it. But I can tell them from experience, you know, you can, I've seen it happen. I've helped myself a number of ways by adapting exercise and adopting a healthier lifestyle. Yeah.

So there's a lot of things that people can do directly to help them. And yet, they just don't, they aren't convinced that they will work for them. And people like Jake, are convincing them that it's worth a try. And I think I have the same motivational and inspirational skills that they have, because I've used that on myself, my own self talk, you know, I found how to biohack my body. And at the time, I was a triathlete. And you know, it was training for the Ironman and all that stuff, which came later, but at the time, you know, in 1984 85, I'm like, I can do more. This is a very rewarding career. I love working at the fire department with my brothers and you know, I'm teaching them high elevation rescue and these are skills that I learned in Vietnam, how to repel out of a helicopter, and you know, we have the first you know, Oh, Florida's first high elevation rescue team, you know, we're right here. And you know, we're doing it we haven't had any fatalities no mishaps, no injuries, you know, we're, we're the stars, you know, they love what they do, you know, if we're gonna dive rescue team, and you know, it's all good. So, you know, I was heavily involved in, in training others and guiding others and being an instructor level, you know, tradesmen, but this way I could do it on my own, without being naysayer by the chiefs that don't want to have any change. They don't appreciate me coming in and tell them what they're eating is hurting them. They don't appreciate me telling them that, you know, exercise is good for them. You've got a perfect environment, you know, you've got a big bay out there. You know, I mean, we could put this over there and that over there and not intrude on anybody's space. And, you know, people are willing to donate equipment. No, no, we don't want to hear it. Okay. All right. You know, and when I, when I found the chief or got to achieve or chief got to me and said, hey, you know, we want to start a physical fitness program. The NFPA was starting to allude to that, you know, National Fire provision, saying, hey, these firefighter deaths, you know, in a from Burns is from cardiac arrest. Why, you know, on the fire scene, you know, this is what you guys are dying of, okay, well, now that's avoidable. Yes, that's avoidable. You got a risky job where you can't avoid, you know, some injuries, and some disasters, but you can avoid killing yourself easily. zactly. Exactly. So and I did it, and it worked. And the Chiefs loved it. But the rank and file was like, you know, don't make me do this. I don't have to. I'm over my probationary period. If I want to go in there at 501 every day and sit in that Barker lounge and eat ice cream all night and watch TV, which we usually do, I'll do that. And you know, get out of my face and don't try and inspire me anymore. Okay. Right. So I found an audience for it. And I took a leave of absence. And within the year, I was making three times what I was making, as a firefighter paramedic, and my lifeguard job on the beach. And I was getting a lot more self satisfaction and gratitude from other people saying, oh, it changed my life. Oh, you're doing this is great. You know, my wife loves it. You know, she loves how I feel now. You know, my whole attitude has changed. You know, she wants to do it with me. Fantastic. The kids want to do it. Hey, can you train my kid for soccer? Yeah, absolutely. You know, so it really started to snowball. And very quickly, I became the trainer's trainer, you know, because I was using science, not just, you know, motivation, drill, instructor dropping, give me 50 You know, that's dangerous, that's stupid. You know, that doesn't really, you know, it's, it's intimidating, you know, that kind of attitude consistently, that that's all you got, you know, you need a bigger bag of tricks. You need to show people how they can be their own trainer, you know, make them an own the expert with their own body, that's what, that's the real gift. You know, don't make them dependent on, you know, your ability to be a drill instructor, you know, in admonished people, you know, they'll never be good enough, you know, and you can't do this and, oh, yes, I can, okay, you know, that. That's short live, you know, and that's in the end, you know, people end up injured, you know, because they'll, they'll, they'll extend their ability and their capacity. So anyway, so 42 years later, here,

[1] 1:25:47

I am doing the same thing. And I've been blessed by my clients the whole way, you know, they inspire me. And I, from the very first client, I said, it's not me, it's you, you're doing all the work, you're the one spending the money, I'm just showing you showing up to and just like I was when I was paramedic, premium non no ser do no harm. I said that's the first principle in personal training, just like it was an emergency medicine. And just like it isn't everything, you know, you know, don't screw up. Don't don't do any harm to yourself or to others, you know, and it's as simple as that. And, you know, keeping that principle as a precept to now let's go through the self program, what self is an acronym strength, endurance, leanness, and flexibility. Okay, let's get go. But before that we got to go through the step program was the STEP program, screen test, evaluate and program. Okay, I want to find out what limitations and obstructions you have to rigorous exercise, you know, then I want to test for the other elements, you know, your strength, endurance, latest flexibility, then I want to evaluate all the data that we collect. And we can do that in one session. And then I'm gonna create a program for you that's tailor built and customized for you and a nutrition program that will help you reach your goals faster, safer, and more efficiently. And it made sense to them. And it was all about them. It was personal, because I was professional. And it was perfect because you could adapt

J James Geering 1:25:01

We're going on the reactive versus proactive for us. I remember, you know, being in my CrossFit classes, I would coach CrossFit classes, but then I created one used to be called unfuck yourself and then I rebranded it to focus on the task or profession. So I call it tactical athlete strength and conditioning TASC. But the whole point was to try and stop those people from the last face they ever see me and my ugly mug leaning over on with an ET tube. Because there's I've talked about this many, many times. It's such a shame that the paramedics and firefighters of the world, certainly you know the world, but knowing America, that they don't have a voice, they are the perfect documentarians of the problems that we have in society, from the gang violence to the addiction to the OBC. And yet there is no Jocko willing at the fire service. You know, there is no, you know, Biden or Trump or the fire service. And thank God, there isn't another thing. But I mean, you know, the point being, the TV cameras are not aimed at the people who truly have seen what we see and say, Look, this is what works. This is what's not working. And so being a coach and a firefighter, you get to be both proactive and reactive. So I totally understand that. I want to pull some of the observations on the professionals out there listening though so you've got PJ's, you work with a lot now it's it's a beautiful kind of full circle there. You know, you've worked with that, that those organizations and some of them other maritime law enforcement, military professions, and then fire? What are some of the start with the problems? First, what are some of the challenges or issues that you see or resistances to the right kind of strength and conditioning in some of these tactical athletes?

1:26:52

Well, you have to have it all based on what is necessary. So the functionality of an exercise should be directly relational, to the task that they are presently doing, or they may be called upon to do. You know, you have to make it just like an athlete. Okay. Are you going to train an NFL athlete to do things that are similar a specific for NBA? Of course not. So it has to be sports specific. So for the firefighter, for the paramedic for the military pair rescue, it has to be task specific. So that's the foundation if it's not, if they can't relate to how does this apply to my job?

Or how does this apply to my, my purpose, then they're not going to buy in? Yeah. And they've been sold a bill of goods so many times, especially in the nutritional field, you know, oh, my gosh, you know, I mean, it's just, it's so corrupted. And it's the, you know, it's the flavor of the week, you know, you got to have more of this vitamin, you know, well, how do you know, how do you know what somebody needs or can make a recommendation? And I don't care if you're a Nutrisystem, I don't care if you're with, you know, Thorne, I don't care if you're with any of the top brands, it's kind of a scattergun approach. And you know, with these fat soluble vitamins or minerals, these can be hazardous. If they're an overabundance, you know, because, you know, now the body has to work on excreting them, or worse, they have to store them in fat. So when you start to lose fat, now, these elements, these molecules become active again. So it's now it's like, oh, my god, that was the worst experience I've ever had trying to lose 20 pounds, or 50 pounds, you know, or 100 pounds, because all the toxins that have been stored, you know, the fat soluble, now they're getting released, and I'm experiencing, you know, vitamin D toxicity or this or that, you know, what I mean? So, the problem is, is that most trainers, and I speak with a, a note of that was me, okay, I'm just as guilty of it in the beginning of my career as others are. But we're lazy. We think we know it all. If we know how to do an exercise properly, or if we know how not to kill somebody. Okay, you know, hey, here's a heart rate monitor, which is good. It's one of the basic elements you should have. Okay? It gives you an objective gives you a goal. It gives you alerts, you know, so you don't go too high with a heart rate. And you can also check heart rate variability, polar electro, I mean, I was using those back in 84. And I was the first ones to be able to give a printout you know, that quantum XL \$350 I had a limited amount of money I could invest in this company, this business I was creating for myself, while I was a firefighter. And I remember my, my wife at the time saying, you know, you're spinning what you If you did what, and I'm saying, trust me, I go with this hardware and this piece of equipment, this heart rate monitor, you know, I know, as a paramedic, you know, how to keep people in the safe zones. And I know as an athlete as a triathlete, you know how you should train in different zones, you know, even though you're ultra endurance, you still need to get anaerobic, just like the Sprinter, even though they're primarily anaerobic for their event, they still need to have a good aerobic base, you know, LSD, long, slow distance, you know, that's, that's helpful, you know, that builds up, you know, a lot of elements and a lot of metabolites that will, you know, come into play with that 40 yard sprint. So anyway, I don't want to get off the track here. But as trainers, as professionals, we're lazy, we haven't held the industry to a higher standard, because anybody can call themselves a trainer, anybody can call themselves a coach, anybody can get a very nice looking certificate. And it means nothing other than I could take a test, and some of them don't even require a test. And sometimes it's an open book test. So what are you really showing somebody, when you slap it down, you know, you qualified, oh, yes, I got this and that, I'm much more interested in what's been in your experience. And then you look at them as a person, they look fit, they eat healthy, they know this, they know that, you know, a lot of time, they know know more about fitness or nutrition or exercise, then the person they're talking to who's a rank amateur, who's never exercised a day in his life, or her life. So the bottom line is, you know, we're not holding each other accountable. And that's one of the things that is a big deficit in our industry. But the cream rises to the top, the the cream rises to the top. And the successful ones are successful for a reason. So and eventually, the ones who are successful for reasons other than experience and attitude and inspiration and altruism, you know, they get exposed, and you know, they'll crash and burn. But the good ones are constantly seeking new information, new ways to help their clients. And now there has been such a explosion of new bio metric analysis, in the way of training, smarter training, safer training, better, eating better, finding out all those foods that I've been taking in, how is it impacting my body, what's really in there? I want to track the inside of my body rather than just track a date on a calendar. Because you're really not old, determined by your date, your old determined by your state of health, or disease. And the problem is, is that typical

exams, you go to the doctor, doctor, I need an exam, okay? What they're checking for are diseases. They're not checking for your state of wellness. It's up to us to say, Okay, I might be free of disease, but that doesn't mean I'm healthy. I'm just free of disease. How healthy am I? How well am I? And about five years ago, never forget this. I was listening to a podcast and back then even Tom podcast, this is an interview. The guy's name was Gil blander. And I'll never forget real thick Israeli accent. But what he was saying was just unbelievably intelligent, and astute. And I was just 100% in agreement with him. But he was telling me things I'd never heard of before. One of them was like, the primary predominant biomarker for longevity is not your DNA. Okay, that just as a that's a map, that's not your destiny, that's not your outcome? Because that's only a small percentage that will determine how long you live? And is it really important to find out or extend your long lifespan? Should you be focused more on your health span? How many years will I be healthy? I hope it's to the point of the same



1:34:18

marker that determines my longevity. So I want to be healthy as long as I live. And it's possible to do that now. And he was pointing out things like he goes, Well, you know, being a scientist at MIT and teaching at Harvard. And you know, he was one of the top top scientists that were getting into age, extension and longevity and health. And he said, you know, we're, we're discovering now that glucose is a real good indicator, you know, fasting glucose low is a real good indicator of our longevity. It goes because you know, if it's high, well, you're in a state of inflammatory inflammation, you know, and that's certainly not good for every cell in our body. So to monitor that, to me, in my opinion, from the studies that I've seen, I would say that that's more of a indicator, and we're starting to develop a consensus. And he was right on the verge of starting this company that came out with this tracking system called insidetracker. And it's brilliant. It gives you a blood test, that checks biomarkers that is primarily based in nutrition. And it says in report is, and it comes out and beautiful English, you know, bar graphs, or, you know, pie charts or Venn diagrams, and it goes, We're gonna score you, we're gonna give you a score from one to 100. And if the optimal zone has been right in the middle, and you hit right, you know, 50, then you're optimized, you're optimized. But the fact that you are, could be out of the optimal curve, either too high of something or too low of something, whether it be a vitamin, or nutrient, or mineral, or whatever, you know, a food substance, will be able to tell you what you're a little high in this, you don't need as much of this kind of food, or this vitamin, or, you know, you're a little below the optimal, if you were to change this about your diet and have maybe one extra serving of a cruciferous vegetable like broccoli or cauliflower, and they're identifying actual actionable things you can do. It's not like you're low on this, and I don't know what to tell you, because I'm not a nutritionist, or that's outside of my wheelhouse, or, you know, I gotta stay in my lane, because, you know, I can act like a nutritionist, I'm just a trainer, or I'm just an MD or gastroenterologist. No, they are saying, you know, here is what you really are inside. And that inside tracker was the most impactful tool that I have ever used. Aside from a heart rate monitor, which I use on a day to day basis for my personal training clients. Polar is brilliant, that Bluetooth Low Energy. I mean, I've used it on scuba divers that are a 90 feet because it's waterproof down to 235 meters. And so now I'm checking stress levels, and you know, my son's you know, who I taught scuba diving, you know, I had a heart rate monitor on them, you know, and again, it's stored it so at the top when we went state, you know, while we were changing over tanks, you know, and D gassing, I'm going in, I'm looking at go looks on, you know, did real well here, you know, and it even extrapolated, we could be able to tell heart rate variability, which is the sensitivity the heart, which is recovery and resilience. So anyway, so there's all these biomarkers as all this hardware and software and programs that the scientists have come up with, and have, have manufactured and brought to the market for

personal trainers, for coaches, for exercise physiologist for the medical community, and for the lay people, you and me, okay, if we didn't have a lick of exercise science, we can still use this and benefit from it. Because it tells you eat more of this, eat less of that, do this, do that. And you'll live longer. And by the way, we have this other feature on the side. So if you do insidetracker will tell you what your real age is your inner age, not your date on a calendar. So you have the body timewise of a 70 year old, but you have the body inside all the systems working cells, tissues, organs and systems, not just your gastrointestinal but your cardiac, your neurological, you have the body of a 60 year old or a 50 year old or an 80 year old, you know, it's you know, it's either positive or negative or spot on, you know, you're exactly your age, by biologically as you are chronologically and that to me, it, it enables a person to realize they can take charge of their future. And they can have a healthy, healthy, total life. And there's nothing more valuable. And again, you can see from the pictures, who I've trained billionaires, and they have recognized the most valuable commodity on Earth is not money, not gold, not this possession or that position, possession, it's their health. And some of these found out early enough to have dramatically changed. I mean, I've got clients that you know, run three fortune 500 companies simultaneously, but their priority is before I go, you know, fly off to Chicago or to LA or to New York for this meeting to that meeting or looking at this or looking at that. I'm gonna get my exercise in. And I was meeting these people willing to do what other trainers weren't willing to do. And that's get up at 4am so I could be at their house at 5am and they had given me the task of build a gym and this room. I'm going to show up here I want you to show Go up there, okay, this is what I want you to do for me, okay, and I will pay you well, and they did. And the more I was able to show them positive change, and the more they experienced a reawakening of their body, and then a, a reverse, we reverse engineered aging for them, they had more vitality, they had more energy, they had more recovery, you know, they, they increased the quality of their sleep, because I was telling them, there's this new product called New calm, and it's soundtracks. And it's a biomedical disc, where it permeates you know, the skin and goes down into, you know, the six vagus nerve and the vagus nerve and circles the heart. And then it also travels, you know, up through the spinal column and goes into your brain, and it trains your brain, and you know, a certain tone that you listen to, will either bring you up in harmony, or resonance, or bring you down, if you want to go sleep, we put you down in this zone a little deeper, you know, then your recovery a little blessed, you're in some other type of recovery. If we want you to amp up, you know, you've got something, you know, physical, you know, there's going to be exertional, you know, we've got this Ignite track for you, you know, and it works every time. And if there's no drug, there's no pharmacy, so I can sleep better at night, because of a appliance, a piece of hardware, and a sound system and a biomedical disc, that is transdermal, that gives me the quality of sleep, that I need to be able to perform the other 1216, sometimes 20 hours a day. And it's amazing, but the science is out there, it's proven, they've sold millions of these, they're about to explode on the world, because everybody in the whole world is full of stress. And it's unsustainable. And again, it's just it's so degrading, it's so it's so detrimental and destructive on the human body, you know, we need to manage our stress better than alcohol, or some kind of, you know, other diversion like food. And unfortunately, that's the first go to elements that people go to. Because our advertising promotes that, you know, we become lab rats for the food industry. And I could talk a whole another five hours about that. But you know what I'm talking about? Yeah, fat, sugar, and salt in the right ingredients, which were determined by the cereal companies in the 20s and 30s. And then by McDonald's in the 50s, and 60s, they know the exact amount. And why do you think they call it a happy meal. You know, serotonin is what they call the dose dopamine, oxytocin, serotonin and endorphins, we get a flood of that with the right kind of food elements, fat, sugar, salt, and the right elements and mixtures. And so what we're eating is perpetuating the fraud of what they say is nutritious, is anything but and you know, we need to transition back to real whole food, and less of it, because the quality of food can not just sustain us, but

keep us going at the optimized level. So I've come across in 42 years, the science of heart rate tracking the benefits of increasing the quality of sleep, the benefits and the inspiration of testing people before, during and after, because those kinds of progress reports, whether it be body composition, or strength are increased in leanness increase in muscle mass, or just simple increase in mobility, hey, I don't hurt as much I'm not as sore, I can do this, I can touch my toes, I can tie my shoes functional, they can relate to the functional part. And again, from we're we're a chemical and electrical unit, our bodies, and how we treat those really determines the quality of our life. And try as we, as we must as we like to divert ourselves and distract ourselves with nice shiny objects, like cars and money and status and this and that. It all boils down to, you know, if you don't treat your body, right, you're not going to be happy, you're not going to be you won't have reached your true top physical or physiological potential. And that's a shame, because everybody deserves that opportunity. So we need to get away from the fraud of advertising and embrace the science of biohacking because the science is out there now. And now it's available for the average person. And by that I include trainers. So it's my mission. It's my aspiration. It's my calling now to help other trainers help their clients. So I am ready to launch a program besides me running a facility besides me still working with military teams, on you know their tactical physical fitness This training, I want to address my industry and go back full circle and say, I can tell you from 42 years of experience the right way to do something, because trust me, I've done it the wrong way, every time, every road, every direction, but the right one, but I'd never gave up on finding the right answer that was good for either that particular person or my clients as a whole. And I should not hold that in, I should share that with you to try with your people. And you know, you'll be confirmed to and again, that's, that's how you are really successful in your trade is be able to give people, your clients, your customers, you're the people that put trust and, and, and and honesty in you to give them the highest and best that's out there for what they need. And to me, there's no higher calling. So I

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James Geering 1:45:54

agree. Yeah, I agree. We've touched on a couple of things. I mean, Thorin I'm a big fan of and they he to I don't know if it's what was the name of the tip the blood tests that you said insidetracker I think I want to say that that's who does the blood testing for Thor and I might be wrong. But they did this super comprehensive drug test. Now I know it's not Thorne themselves, they partner with someone right? And he was the bar graphs and you know, the biological age that may well be them. Yeah. And then new calm. I just want to stick around. I came across this only two short months ago. It's changed my life. It's changed my wife's life. My son, 16 years old. Jim was talking about, you know, the post puberty shift. And the teenagers don't get as deep sleep. Yes. I've just went there. I had to leave early to come down here. Yes. And all I could hear was the the rain the silent speaker. Yeah. So sleep. I can't speak highly enough of you know, of the two things that you've talked about. I'm actually going to be talking to Jim Paul, after about, you know, when we're done with this pretty much fantastic. But yeah, so I love the fact that, you know, as you said, 40 plus years in the industry, yes, the machines that you show me the innovation mind that you have, some are from Europe, and some of them here, some of them there. And, you know, the platform that mimics you know, the bow of a ship or a helicopter working off that, yes, so many amazing, interesting things. I think you would be an amazing human being to have as the trainer's trainer, I mean, you're already doing it now. But to be speaking to the people out there, where can people find you or the facility online? And then where are you projecting that content is going to be when you finished it? Well,



1:47:29

the thing is, I that's interesting, thank you for asking, because I'm looking at different outlets and avenues of approach. And you know, how I'm going to branch out and make the art of personal training and the business of personal training, which I taught years ago in seminars and workshops, and it was very successful. And I just got away from it, because I just love the one on one or small group training. And, again, training these people that are highly successful in in the world, you know, they run fortune 500 companies, and, you know, they, they're there, they're extremely similar to our soldiers. They can be in a hostile environment, it's a it's a moving target, it's changing elements. You have to, you know, you have to survive and thrive if you can, you have to cover, you know, cover your team, you have to be empathetic without being sympathetic to the point of being distracted by small other issues, you know, you got to keep your eye on the target. And you got to advance, and you a lot of times are in very austere environments under, you know, hostile conditions. And that's just the environment, you know, the missed airplane trip, you know, the diversion over here, the crisis in, you know, one of the subsidiaries that you manage, you know, part of the big conglomerate, you know, the whole, you know, grand fortune 500, you know, is is tapped into a lot of different companies and a lot of people a lot of structures, there's a lot of overlay that they are ultimately responsible for and in charge of, and these people take it seriously. I mean, it hurts when they have to fire people, they don't like that. And talk about stress is telling somebody that's been with you for 20 or 25 years, we no longer have a place for you. It's not that you're not good enough. You're great. It's just that the landscape has changed. Things have happened, and boy was that never more present than the last three years we've gone through. I mean, I myself was impacted. I went through, you know, a couple of 100 members a year of after opening this place, almost 200 members immediately dropped in less than one month to 35 because they shut us down and they shut down a facility that was a bastion of auto immune training. mean, you know, keeping the body at top condition, keeping it in shape, being in the presence of other healthy people, you know, it just didn't make sense. So But don't get me started, you're



James Geering 1:50:11

crazy. Trust me right.



1:50:14

So back to here's where I'm going to start, I'm going to start with podcasts like this. So if you know of anybody or if anybody out there that's listening to this, that would want to hear more about my project is training the trainer's and then sharing with them all that I've learned from mistakes and from hitting it right once in a while, and then sticking with what is right and making that as good as I can for my clients. If you know of anybody out there that is interested in that, then please contact me, trainers since 82, that's tra ner Si, NC E, the numbers eight, two@gmail.com, that's my, that's my primary email, if you want to check out my facility club 110 fitness.com that you can find that so it's fitness club, one ten.com or club one gym.com. Either one will get you to my website. Now, please understand, it's a work in progress. You know, I'm in my 70s. So, you know, I didn't come up with the electronic society, you know, social media is not my forte, you know, I'm on Instagram only because you know, a couple of my clients that you got to get on there, you know, people are showing stuff that, you know, we

know, you can do a lot better, or they haven't ever, never seen. So Bill Kaiser fitness is where I've got some old views, but I just got a better camera, and I'm going to be doing more of the shorts. And we're going to have a lot more coming through both on Instagram as well as my website. But I want to talk with you personally, and find out how can I help you the most? What are your challenges? What are your goals? You know, what does it take to make you the best that you can be in the environment that you're in with the clientele that you've embraced and engaged and say, I can help, I want to help you help them. And I believe I have enough information. And I'm still very inspired. You know, again, like I said, I'm in my 70s I feel 40 Thanks to new calm, thanks to polar thanks to the right food. Thanks to the people that fed me when I was a child. You know, I have a lot of people to thank for that. And I went astray so many times, you know, but I've always come back to healthy food. I think it was because I was raised on healthy food, you know, home cooked meals 99.9% of the time, you know, and they joke and said, Well, we couldn't afford to take you out, you know, it was a family. Nine. I couldn't afford the bill was like, Well, mom became an expert in, you know, feeding all of us so, and she did it with you know, whole food all the time. So it was it was a blessing in disguise. And you know, we did get to go out to a restaurant on her birthday. So but you know, that's nine birthdays. So, it I know, it wasn't cheap raising a family. So thanks, dad. And thanks, Mom. So and again, I can always go back to you know, my upbringing and the way I was raised, I was very blessed. But you know, you can fix a bad habit, you can fix a bad childhood, you know, and again, I hope sometime in the future, we can talk more about, you know, PTs and how living well and living healthy and being good to yourself is the strongest antidote to dealing with stress that has happened in your past or in your present or something that you anticipate in the future, you know, you're bracing yourself for being the best you can be, regardless of your circumstances, your state of play, or the environment, you know, that you're in. So you're, you're you're never too old to get young again. Well, you

 James Geering 1:53:58

will the walk. I mean, you literally walk and look and move 20 years younger, you are

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so fortunate, I really am Yeah, I had good caretakers when I was injured, I rarely get ill, but the times I have, again, the people around me I have been I've been beyond caring, just gracious and, and self sacrificial. And, you know, I've got a lot of people to, to thank, and I do and I know, you know, nobody, nobody walks this earth alone. And, you know, by the grace of God, you know, I've been very, very blessed. So it started with my parents. So I give them all the credit for a healthy lifestyle that I was able to engage them because they taught me right from the beginning. So well,

 James Geering 1:54:44

we could do another two hours so we will down the road because that's what I'd love to really unpack, you know, the actual strength and conditioning side talk about the mental health side. So we'll kind of conclude this one but there will definitely be a part two for people listening. So I want to just thank you So much for the kind of show and tell before for the membership, thank you so much for that. And then also, for an amazing conversation with James



1:55:07

has been a pleasure, it's been an honor, we do it again. And again, we have a lot of common elements in regards to the fire service, so we can dig deep into that. And we can, I think we can help a lot of people down the road. And again, you know, we're living proof that, you know, every day is a new day. And, you know, to, to approach it, and to begin it with a positive attitude, it just sets the stage and your days will get better, you know, have faith and, you know, trust and trust in the science that's been proven, and, you know, be willing to try new things and, and build on what you have, and then share it with others. It's, that's what, that's what we're here for, you know, so everybody's in a different place in their lives. And, you know, I certainly pay close attention to the ones that are way ahead of me. And I'm certainly honored to be asked to help those that are beside me or behind me. So it's, it's, it's been fun, and I look forward to another 20 or 30 years, doing the same thing just in a more efficient manner. And that's why I want to outreach to trainers and coaches out there. I think I've got some tricks that will help you and your clients. Thank you for the opportunity.