

James F. Coffey
#3 Chemin Esprit,
Davidson, Quebec
J0X 1R0
(613) 717-5222
jim@whitewater.ca

**JAMES F. COFFEY F.R.G.S.
(ADVENTURE TRAVEL GUIDE & OUTDOOR EDUCATOR)**

**Professional
Objectives**

1. To provide the highest quality outdoor adventures/education by striving for, achieving and maintaining a standard of excellence.
2. To promote and share an awareness of different cultures and the environment, using the wilderness and rivers as a medium of discovery thereby enriching the lives of my guests, students, co-workers, family and myself.
3. To promote environmental responsibility amongst commercial outfitters nationally and internationally and to develop sustainable eco-adventure programs with local partners in foreign countries.
4. To speak passionately and strongly and act as a voice of our wild and scenic rivers and wild and scenic places. To promote tourism and eco-logically based education as a new sustainable economic driver .

Experience

**2007-Current International Rafting Federation (IRF)
Assessor**

One of North America's few assessors evaluating and awarding proficiency levels under the auspices of the International Rafting federation guide training and education Program.

**2006-Current National Outdoor Leadership School (NOLS)
Instructor/Educator**

Instructor for NOLS International with a specialty in swiftwater rescue instruction for NOLS staff.

2005 –Current Earth River Expeditions Specialty Guide

Led two 7 day Magpie River trips in Eastern Quebec plus a conservation trip for Fondation Riviere Quebec with aboriginal recording artist Florent Vollant.

Currently on call for last minute expeditions world wide.

2004 - Current Expediciones Chile

Director of River Safety, Training and Consulting.

Open the season for ExChile on the Futaleufu River. Serving as ongoing industry consultant for owner/operator Chris Spelius.

**2004-Current SOLO Schools/American Heart Association
Wilderness First Aid and CPR Instructor**

Instructor of wilderness first aid, advanced wilderness first aid, and wilderness first responder courses.

2000 - Current W.I.L.D.

Whitewater Intensive Leadership Development School

Director/ Founder

Creation of semester guide training programs designed to enhance the professionalism and safety standards of guides within the whitewater adventure travel industry. (W.I.L.D.)

1992-Current Esprit Rafting Adventures Inc. Davidson, PQ

Director

- Sole Proprietor, owning 100% of shares.
- Operations manager.
- Started Esprit Whitewater Worldwide to include whitewater based adventure travel trips to Canada, Argentina, Chile, Costa Rica, Ecuador, Mexico and India.

1990–Current Rescue 3 International Davidson, PQ

Level 2 Instructor Trainer and Regional Director for Eastern Canada

- Introduced the international standard of Swiftwater Rescue to Eastern Canada.
- Director of Rescue 3 Northeast.
- Instrumental in pushing for the increase in safety standards of commercial outfitters throughout Canada and Mexico.

- Driving force behind the increase in required certification for guides in Eastern Canada.
- Dedicated to the promotion of Swiftwater Rescue and its importance in the whitewater community and professional rescue groups.

1988-1993 World Expeditions/Sobek Mountain Travel/Costa Rica Expeditions/Snow Leopard Adventures

International Travel Guide

- Responsible for leading multi-day expeditions in Australia, Zambia, Vietnam, China, India, Nepal, Costa Rica.
- Responsible for the research and development of adventure travel itineraries in East Asian countries (Vietnam, Cambodia, Laos, Thailand), as well as, training the guides to operate the programs.

1987 Government of India

Flatwater Kayak Coach

- Development of the Indian Flatwater Kayak racing program for the Olympics.
- Coaching young Indians from multiple states.

1984-1991 River Run (O.W.R.)

River Operations Manager

- Responsible for the daily operations of the company, guide scheduling, promotions and guide training.

Awards and Accolades

2013 Higgins and Langley Award for Excellence in Swiftwater Rescue

Honoured with a Special Commendation Award for the creation and worldwide distribution of Rescue For River Runners online video series.

2009 Selected Presenter for The Climate Project Canada

Selected to be trained as a presenter for The Climate Project directed Al Gore and Dr. David Suzuki.

2008 National Geographic “Best Adventure Travel Companies on Earth”

Esprit Whitewater Adventures is rated the #2 Adventure Travel Company on earth. Esprit is rated as the # 1 in the world for

- Whitewater Outfitters
- Sustainability
- Spirit of Adventure

1999-Current Royal Geographical Society London, UK Fellow (FRGS)

- Nominated by Fellowship Member Ajeet Bajaj (Snow Leopard Adventures, India) for work in developing countries assisting adventure tourism operators train and certify guides. Also for promoting eco-tourism and a driving commitment to developing sustainable tourism.
- Accepted by Royal Geographical Society.

1995-2000 Captain Team Esprit Canada

Captained Team Esprit to consecutive national rafting championships as well as representing Canada at the Camel Challenge/World Rafting Championships in Zimbabwe and Costa Rica

Training and Certification

2011 Paddle Canada

- Advanced Moving Water canoe Instructor

2012 Canoe/Kayak Canada

- L3/I3 Kayak Instructor Certification

2007 International Rafting federation (IRF)

- Recognized as an assessor to teach and assess rafting guides under the IRF’s Guide Training and Education program.

2007 ORCA Moving Water Canoe Instructor

- Certified to instruct whitewater canoeing programs

2003 (Recertified 05, 07, 09, 11, 13) S.O.L.O. Wilderness EMTNew Hampshire, US

- Licensed by the State of New Hampshire

1997 Whitewater Ontario (W.O.)

- Level 2 Moving Water Kayak Instructor
- Recertified 2006

1997 N.C.C.P. Level 1 & 2

National Coaching Certification Program - Level 1 & 2

**1996-2002 W.M.A. Wilderness First Responder
Davidson, PQ**

- Wilderness Medical Associates
- 72 hr. Course

**1992 Swiftwater Rescue Course Conductor (2) Certification
Beachburg, ON**

- Level 2 Course Conductor

**1990 Swiftwater Rescue Course Conductor (1) Certification
Beachburg, ON**

- SRT Level 1 Course Conductor

1983/84 Western University London, ON

- Bachelor of Arts.

1978–1983 St. Michael's College Toronto, ON

- Grade 13 diploma.
- Graduated with honors.

Interests

Whitewater, International Travel in developing countries, Development of eco-adventure itineraries, Whitewater rafting/ kayaking, C2 slalom racing, Open canoeing, teaching swiftwater rescue / kayaking / guide training, meeting people, speaking Spanish, environmental appreciation, promotion of tourism and protection of the environment.