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**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 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)**  
**Instructor Trainer**

One of 10 Instructor Trainers worldwide 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 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. Industry consultant for owner/operator Chris Spelius.

**2004-Current SOLO Schools**

**Wilderness First Aid 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.)

**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.

**1997-Current Esprit Rafting Adventures Inc. Davidson, PQ  
Director**

- Sole Proprietor, owning 100% of shares.
- Operations manager.



**1985-1991** **River Run (O.W.R.)**  
**Davidson, PQ**

**River Operations Manager**

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

**Education**

**2007 International Rafting Federation (IRF)**

- Recognized as an assessor 9one of 10 worldwide 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) S.O.L.O. Wilderness EMTNew Hampshire, US**

- Licensed by the State of New Hampshire

**1997** **Whitewater Ontario (W.O.)**  
**Davidson, PQ**

- Level 2 Moving Water Kayak Instructor
- Recertified 2006

**1997** **N.C.C.P. Level 1 & 2**  
**London, ON**

- 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.