



CHAD PREGRACKE

Founder and President of Living Lands and Waters "Helping to Clean America's Rivers"

Chad Pregracke is proof that one person can make a difference. What started as one man's crusade has become an ever-evolving worldwide movement to educate people and connect them with their environment. His story raises the bar on leadership, motivating others through his infectious, positive outlook and incomparable sense of humor.

The Mississippi River was the backyard of Chad's youth. While attending high school and college, Chad worked as a commercial shell diver, commercial fisherman, and barge hand while living on the islands on the Mississippi River. During that time he noticed that the condition of the rivers was getting worse due to the accumulation of trash on the shorelines. Based on his concern, Chad set out in the spring of 1997 to make a difference . . . one river at a time . . . one piece of garbage at a time.

In 1998 he founded Living Lands & Waters, the not-for-profit environmental organization based in East Moline, Illinois. Today there are ten employees and a fleet of barges and workboats. Tens of thousands of volunteers have been involved with the Community-based River Cleanups, Riverbottom Restoration Projects, Adopt-a-River Mile Program, and Big River Educational Workshops. These groups have cleaned up an impressive 4.5 million pounds of garbage from America's rivers.



THE PRESENTATION:

During his hour-long talk, Chad takes the audience out on one of the world's greatest rivers — a journey filled with lively characters, colorful places and gripping adventures. His delivery is motivating, educating, compelling, stimulating, captivating, refreshingly spontaneous and genuine.

From the darkness of underwater shell-diving to the brightness of open-air community clean-ups, Chad's tale embodies the importance of setting goals (one river and one piece of garbage at a time) and illustrates how determined hard-work and persistence pays off.

The river environment is relentlessly real and Chad brings the same up-front honesty to his presentation. Chad's sincere enthusiasm is an uplifting wave for audiences of all ages as he relates his personal conviction to clean America's rivers.

As the founder of America's only "industrial strength" river clean-up organization, Living Lands & Waters, Chad tells a compelling and funny story about growing up on the river and how his river experiences led to his unique vision to clean up the Mississippi River.

Chad leaves his audience knowing that each one of us makes a difference; he empowers the audience with his fascinating story and genuine compassion to make a difference.

KEY THEMES

- **One Person can Make a Difference**
- **Work Hard**
- **Set Goals**
- **Be Persistent**

Chad's presentation is motivating, educating and genuine

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"Helping to Clean America's Rivers"

ACCOMPLISHMENTS

Coordinated the removal of over an estimated 4.5 million pounds of garbage from America's Rivers

Mobilized over 25,000 volunteers

Hosted over 90 Big River Educational Workshops for educators

Created the only industrial river cleanup operation like it in the world with a fleet of marine vessels

Over 40 awards bestowed, including the Jefferson Award for Public Service presented in June of 2002 in the United States Supreme Court in Washington, DC. Chad accepted that award along with Rudolph Giuliani, Bill and Melinda Gates, and Lilly Tartikoff.

CNN, Today Show, NBC Nightly News, CBS Sunday Morning Show, MTV, and PBS have filmed Chad's projects.

Chad has been featured in Time, People, Life, Outside, USA Today, Smithsonian and National Geographic.

From the Bottom Up: One Man's Crusade to Clean America's Rivers (National Geographic Books) was released in 2007 and chronicles Chad's achievements and personal story.

SPEAKING ENGAGEMENTS

Tom's of Maine

Whole Foods

Cargill

Archer Daniel Midland Co.

Caterpillar

The Summit Fund

Alcoa

Southern Power Co.

Georgia Pacific, Atlanta, GA

Coca-Cola Atlanta, GA

Anheuser Busch

National Geographic

Environmental Protection Agency

United States Corps of Engineers

State Natural Resources-Wheeling

Sierra Club AND MANY MORE



CLIENT COMMENTS

"Chad's story gets you moving and doing. To hear what one person has created and how he has impacted the world around him makes all things seem possible—especially when it comes from a down-to-earth straight shooter with a great sense of humor. When I heard Chad speak, I looked around the room to see the reaction of others . . . and every person was on the edge of their seats listening to his story. I've rarely seen this happen with anyone else, and it sets Chad apart from the crowd."

— Anheuser-Busch, Inc.

"Chad will entertain you, yet leave you with a clear understanding that the actions of each of us can make a difference."

— Environmental Protection Agency

"Chad's down-to-earth presentation to over 300 people at the annual waste management conference was just what we needed . . . Never have I seen a group so interested in what a keynote speaker had accomplished. The people in attendance continuously struggle with inadequate resources, and Chad showed them ways to look for partners to help goals that would be impossible alone. Kansas will reap long-term benefits from the examples that Chad provided."

— Kansas Bureau of Waste Management

Robert F. Kennedy Jr. describes Chad as "the paradigm of personal responsibility for our waterways . . . a genuine American hero single-handedly fighting to restore our country's great natural legacy."



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