



## ASTRONAUT SPEAKER RICK SEARFOSS

***Space Shuttle Mission Commander & Pilot  
STS-58, 76, & 90 Columbia and Atlantis  
Leadership, Teamwork, Peak Performance, Innovation***

**The Real “Right Stuff”** Human space flight - dynamic and difficult - a perfect model for any ambitious endeavor. The astronauts must perform to the highest standards as individuals, teams, and for commanders, as leaders. Too much is at stake for anything else. These “right stuff” principles apply not only in space but also in every organization, project, and business!

***Content and Credibility*** Colonel Rick Searfoss shares with only a handful of people some of the most unique human experiences possible:

- Fighter pilot, test pilot, astronaut, and Space Shuttle Commander.
- Commanded the most complex science research space mission ever.
- Experienced, real-world leader in the most demanding of team endeavors.
- Speaks on leadership, teamwork, peak performance, and innovation with authority born of in-depth personal experience
- Unparalleled credibility for content-rich and value-filled presentations!

***Charisma and Compassion*** Engaging and entertaining, Rick speaks from the heart to movingly share the lessons of human space flight. His stunning multimedia presentations filled with spectacular message-reinforcing images uplift, inspire, and move to action. A great mix of down-to-earth style and out-of-this-world excitement as he shares the astronauts’ tools for effective leadership, teamwork, and innovative results that count!

***Client Centered*** Rick always customizes using input from senior leaders and meeting planners. The result: stimulating presentations designed perfectly to help individuals, teams, and leaders lift off on their own missions of excellence. General Mills, Microsoft, Bank of America, Pfizer, Monsanto, Discovery Channel, Siemens-Westinghouse, Baking Industry Suppliers Association, Panasonic, SAP America, Farmers Insurance, Agco Challenger, Shell Oil, SCA Tissue, Merrill Lynch, BP, State Farm, Accenture, Johnson and Johnson, General Electric, Roche, Colgate-Palmolive, Wyeth, General Services Administration, Lockheed Martin, CIT Group, GSA, and many more!



***The Mission:  
To spectacularly launch  
your next event!***

***Testimonials:*** “As a business executive, I know the value of a great speaker, and your presentation brought incredible value to our conference. Your enthusiasm and passion along with those stunning visual images fit the tone perfectly. Your tailored presentation and the willingness to spend extra time with us put you at the top of my list of memorable speakers.” [Paul Garcia, CEO, Global Payments](#)

“The feedback was phenomenal! I was most impressed with how skillfully you translated your experience commanding a Space Shuttle mission to the leadership and team challenges we face in the business world.” [Margaret R. Lawlor, Senior Vice President, Bank of America](#)

“Your message and ability to connect were right on target...a meaningful learning experience for our team and fun at the same time... a great combination.” [Dave Sorensen, Vice President, Purchasing, General Mills](#)

**LEADERSHIP** “Right Stuff Leadership! – Solutions from a Top Gun Command

**Astronaut”** Purpose – Program – People – Perspective. True leaders balance all these elements to get the job done, build their organization, and uplift their followers. Colonel Rick Searfoss, Top Gun fighter pilot, test pilot, and astronaut, personally knows that commanding a Space Shuttle mission requires the utmost in competent, trustworthy, and service-oriented leadership. Too much is at stake for anything less than the real “right stuff!” Crucial real-world lessons delivered with high energy for all leaders!

**TEAMWORK, TRUST** “Trust-Based Teamwork” Secrets of trust-based, effective teams.

Astronaut crewmates must act in unity as a finely honed team, literally trusting their lives to one another while fulfilling their nation’s trust to care for billions of dollars of national assets and achieve real results for mission success. They also need to lead and motivate the members of a vast variety of other specialized teams for the mission to succeed. It’s the perfect model for any ambitious team venture! Space Shuttle Commander and “team captain” Rick Searfoss shares these universal teamwork principles to accelerate your team’s ascent to the pinnacle of cohesion and success.

**INNOVATION, ADAPTABILITY** “Boosting Leading-Edge Innovation” Develop flexible adaptability to embrace the opportunities change offers. Research, innovation, and the exploration of the unknown in space give startling examples of adaptability. Amplified with Rick’s unique current test pilot work helping develop leading-edge new technologies with the most creative private space companies of the new millennium, this program will prepare your team to innovate your way to a profitable and exciting future!

**EXECUTION, ACCOUNTABILITY** “Execution Excellence When It Really Matters”

Human space flight demands the relentless pursuit of execution perfection. Learn how to apply the real-life execution principles learned from leading Space Shuttle missions to your own dynamic business challenges. Colonel Searfoss’ Prepare – Apply – Adapt – Debrief Astronaut Execution Cycle provides crucial keys for those in today’s difficult business environment who must get the job done, and done right!

**SALES, PEAK PERFORMANCE** “Countdown to Success! – The Peak Performance

**Primer”** Competition to become an astronaut is fierce and only the very peak performers – literally one in thousands – succeed. Much like in Sales! From a successful astronaut career to his entrepreneurial space company business development leadership successes in recent years, pinnacle performer Rick Searfoss has wired the Countdown to Success. This program will arm you with the tools and attitudes to launch your own trajectory to peak personal effectiveness in sales or in life, for out-of-this-world results!

**Spectacular** video and still imagery in every program to amplify Rick’s powerful messages!

**The Vision:** “Sharing the leadership, teamwork, innovation, and peak performance lessons of human space flight to empower organizations to achieve out-of-this-world results!”

**For more information on Rick’s keynotes and expanded programs contact:**

**Astro Success Programs**  
PMB # 105, 25101 Bear Valley Rd, Tehachapi, CA 93561  
661-821-0301 [www.astronautspeaker.com](http://www.astronautspeaker.com)

**CUSTOMER SERVICE** "Customer Service – The Mission that Matters!" Imagine leading a 500 million dollar project that was over 8 years in development and which peaked in a short 16 day window. Now consider delivering a unique service in one of the most hostile and unforgiving environments possible, on behalf of thousands of clients and customers who gambled their professional hopes, dreams, and future on your performance. With a "service before self" focus, Space Shuttle commander Rick Searfoss shares a powerful, results-oriented approach to energizing customer service regardless of the challenges!

**OVERCOMING ADVERSITY, PERSISTENCE** "Overcoming Adversity in Today's World" Robust resiliency - the fighter pilot-test pilot-astronaut key attitude to conquering the adversities that invariably come our way. Forging out boldly into dangerous unknown territory takes a special mindset and skills. Astronauts train continually to build this robust "right stuff" resiliency to handle emergencies and setbacks. This go-for-it mentality mixed with unwavering dedication to applying correct principles is empowering and energizing! Learn from Rick how you too can overcome the environment and the competition regardless of the obstacles.

**SAFETY** "Safety – The Only Option" Flying safety officer for the U. S. Astronaut Corps, major aerospace company Executive Safety Director, Chief of Flight Test for the world's only liquid-propellant rocket plane development company, and Space Shuttle Commander responsible for a \$2 billion national asset and seven lives. With this safety leadership experience and a totally accident-free 25 year military and NASA high performance jet flying career, Colonel Rick Searfoss shares lessons and attitudes for building an effective "failure is not an option" safety culture.

**INSPIRATION, ADVENTURE, PATRIOTIC** "Land of Promise - America the Beautiful from Space" Fascinating stories, breathtaking images - beauty, wonder, hope. America truly is a blessed and promised land. One orbital view forcefully confirms the special beauty and place our country holds on Earth. Through the glorious medium of astronaut earth observations photographs, many of which he took himself, Rick will carry you on a breathtaking journey around this land, from North to South and coast to coast. A fascinating combination of inspiring historical, geographical, geological, and cultural stories with stunning images testifying of sublime beauty, wonder, and hope. This delightfully unique presentation will fill you with pride to be an American.

**FUTURE, CHANGE, TECHNOLOGY** "Dreams to Hopes to Realities" Optimistic view of the amazing possibilities. In a short 100 years humankind has gone from earthbound to living in space. What challenges and opportunities await us in the next 100 years? As Dr. Robert Goddard, inventor of the liquid fueled rocket engine, proclaimed, "Who is to say what is impossible? For the dreams of yesterday are the hopes of today and the realities of tomorrow." With the combined perspective of having flown in space, a world-class technical education, and ongoing involvement with private entrepreneurial space ventures, Rick offers an visionary and enthusiastic view of the life-changing possibilities ahead of us.

**Spectacular** video and still imagery in every program to amplify Rick's powerful messages!

**The Vision:** "Sharing the leadership, teamwork, innovation, and peak performance lessons of human space flight to empower organizations to achieve out-of-this-world results!"

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# RIGHT STUFF LEADERSHIP! SOLUTIONS FROM A TOP GUN COMMAND ASTRONAUT

**Background:** Commanding a successful human space mission requires the utmost in competent, trustworthy, and service-oriented leadership: the real “right stuff.” Too much is at stake for anything less. The challenges: formidable. The experiences: profound. The lessons learned: invaluable, for all leaders. This program will give you the leadership strategies and systems used by astronaut mission commanders so you too can lead when it counts.

**Purpose:** Learn how to apply real “right stuff” leadership attitudes, actions, and approaches so effectively lead in dynamic and challenging times.

**Designed for:** Today’s leaders, anyone needing to take their understanding and application of true leadership principles and techniques to a higher level.

## Topics/Points Covered:

Launching the Passion  
Flexible Adaptability  
Courageously Facing Reality  
Service Before Self  
Perfect Perspicacity  
Avoiding “All Mach and No Direction”  
Earning Trust  
Promoting Wise Risk-Taking  
Developing “Smart Wingmen”  
Persuading to Accountability

**Special Features:** Mach 25 Leadership presents essential principles of “Purpose, Program, People, and Perspective” that true leaders must balance to get the job done, build their organization, and uplift their followers. This high content program can be tailored for any size group in any duration from 30-minute keynote to full-day program and draws on breathtaking space mission imagery and video to amplify the message.

**Results:** This program will build and motivate leaders at all levels to boldly take charge and make a difference. Everyone completing this program will understand and be able to apply the real “right stuff” principles for effective leadership in their own organization.

Astronaut Speaker Rick Searfoss, Colonel, USAF Retired, former Top Gun fighter pilot, test pilot, and astronaut, is a distinguished teamwork and leadership expert speaker who has flown three highly successful space missions. As a mission commander, he is also one of less than a hundred people in history ever chosen to command a human space mission. Rick has also served as an aerospace industry executive and now works both as a test pilot and in business development with several entrepreneurial “New Space companies creating some of the new millennium’s most leading edge technologies. He is the only astronaut to have ever earned the National Speakers Association Certified Speaking Professional designation, the speaking industry’s international gold standard for speaking skill and experience.

# TRUST-BASED TEAMWORK

**Background:** Successful human space missions demand that hundreds of different teams perform together flawlessly and consistently, with the flight crew as much at the top of their game as a World Series or Super Bowl team, and with the added pressure that crewmates must literally trust their lives to one another. An awesome model for any team venture, and this program will show you the astronauts' secrets for unrivaled teamwork when everything's on the line!

**Purpose:** Learn how to accelerate your team's ascent to your own apogee - the pinnacle of team cohesion and performance.

**Designed for:** all team players from rookie to mentor to leader, anyone who needs to work collaboratively in team settings

## **Topics/Points covered:**

- Trustworthiness – the First Requirement
- Building a Common Shared Vision
- Tailoring Individual Strengths to the Team
- Training/Preparing Like It Really Matters
- Fostering Collective Courage
- Mutually Supporting Your Crewmates
- Managing Crew Resources
- Welcoming Mistake-Driven Learning
- Productive Debriefing
- Developing a Culture of Inherent Success

**Special Features:** Trust-based Teamwork draws on more than twenty-five years experience in every team role in fighter jet squadrons, test flying teams, space flight crews, and especially in serving as the prime team builder and leader as a Space Shuttle commander. This high content program is focused on what really works in executing effective teamwork, illustrated and amplified with unique real-world examples and magnificent imagery and video. It can be tailored for any size group in any duration from 30-minute keynote to full-day program.

**Results:** Everyone completing this program will understand and be able to apply the teamwork model used by America's team – the astronauts – in successfully completing the most dynamic, difficult, and dangerous team undertakings on or off our planet.

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# EXECUTION EXCELLENCE WHEN IT REALLY MATTERS

**Background:** No other human team venture demands the relentless pursuit of perfect execution as successfully flying humans in the demanding, difficult, and dangerous environment of space. Astronauts train to exacting detail to execute every aspect of their missions with precision and perfection, far beyond even the impressive efforts of others renowned for execution excellence like fighter pilots. The lessons are powerful, focused, and crucial for leaders in today's difficult business environment.

**Purpose:** Learn how to apply real-life yet out-of-this-world execution lessons gathered from leading human space missions to your own demanding situations and challenges.

**Designed for:** leaders and team members desiring to raise both their own personal and team levels of execution excellence and effectiveness

## Topics/Points covered:

Defining the Mission Trajectory – What's the Plan?  
Getting the Whole Team to the Launch Pad – Operationally Effective Communications  
Perfecting the "Execution Feedback Loop" – Making the Plan Work  
Preparing Like It Really Matters  
Building Total Awareness  
The Discipline of Persistence  
Meaningful Accountability  
Advancing Mutual Support  
Accelerating to Mach 25 Speed of Execution – Staying Ahead of the Plan  
Flexibility, Adaptability, Agility – Keys to Survival and Success

**Special Features:** Right Stuff Execution draws on more than twenty-five years leadership experience in fighter jet squadrons, test flying teams, space flight crews, as commander of the most productive science research space mission ever flown, and currently as a leader in the "New Space" entrepreneurial aerospace industry. This high content program is focused on what really works in getting things done, regardless of the harsh environment or pressures, illustrated and amplified with unique real-world examples and magnificent imagery and video. It can be tailored for any size group.

**Results:** Everyone completing this program will understand and be able to apply the execution model used by America's astronaut mission commanders in successfully leading their crews during the most dynamic, difficult, and dangerous team undertakings on or off our planet.

Astronaut Speaker Rick Searfoss, Colonel, USAF Retired, former Top Gun fighter pilot, test pilot, and astronaut, is a distinguished teamwork and leadership expert speaker who has flown three highly successful space missions. As a mission commander, he is also one of less than a hundred people in history ever chosen to command a human space mission. Rick has also served as an aerospace industry executive and now works both as a test pilot and in business development with several entrepreneurial "New Space" companies creating some of the new millennium's most leading edge technologies. He is the only astronaut to have ever earned the National Speakers Association Certified Speaking Professional designation, the speaking industry's international gold standard for speaking skill and experience.

## **BOOSTING LEADING EDGE INNOVATION**

Background: Flexibility, adaptability, and real-time innovation in dynamic, potentially life-threatening situations - a must for astronauts like Rick Searfoss. Coupled with his extensive current work with the most innovative "New Space" entrepreneurial companies in existence, including test-flying the world's only liquid-propellant rocket plane, this real-world experience allows him to present a unique program to present valuable lessons of real-world, leading-edge innovation

Purpose: Learn and apply the "Leading Edge" three-part innovation sequence to make continual, real-time improvements in business and personal operations and development.

Designed for: Individuals and organizations seeking faster, more effective development and execution of innovative processes, services, and products.

Topics/Points Covered:

Operations innovation versus Development Innovation  
The Genius of A Thousand Little "Ahas"  
"Hyper-Observation" Need Assessment  
Culture of Possibilities  
Ever Onward and Upward  
Forging the Synergistic Operations Outlook  
Defining the Innovation Trajectory  
Disruptive Equals Constructive...  
Rapid Visualization, Modeling, and Prototyping  
Success is the Only Option

Special Features: Dare to Explore! blazes the trail to show you how to translate wishful desires to be more creative and innovative into discrete, actionable steps to innovatively improve business operations and development. This program can be presented in any duration from keynote to full-day program and is suitable for any size audience. Incorporation of not only spectacular space mission imagery, but relevant video of some of the planet's most innovative activities and companies, magnifies this content-rich, value-added program.

Results: Everyone completing this program will be able to apply the leading-edge innovation steps in a specific, concrete way to make immediate improvements to how they do their job, operate their business, and envision the possibilities for future growth and development.

Astronaut Speaker Rick Searfoss, Colonel, USAF Retired, former Top Gun fighter pilot, test pilot, and astronaut, is a distinguished innovation expert speaker who has flown three highly successful space missions. As a mission commander, he is also one of less than a hundred people in history ever chosen to command a human space mission. Rick has also served as an aerospace industry executive and now works both as a test pilot and in business development with several entrepreneurial "New Space companies creating some of the new millennium's most leading edge technologies. He is the only astronaut to have ever earned the National Speakers Association Certified Speaking Professional designation, the speaking industry's international gold standard for speaking skill and experience.

# COUNTDOWN TO SUCCESS! – THE PEAK PERFORMANCE PRIMER

Background: The competition to become an astronaut is fierce and only the very peak performers – literally one in thousands – succeed. Much like in Sales! What leads to such competitive success? Constant, dedicated pursuit of outstanding individual performance. This program will arm you with the secrets of the astronaut achievement tool kit to launch on your own trajectories to peak personal effectiveness in sales or in life!

Purpose: Learn how to unlock your potential for sustained outstanding performance in pressure-packed, dynamic, and competitive environments.

Designed for: Anyone who desires to raise their own personal work performance and goal achievement to a higher level, specifically tailored for sales groups.

Topics/Points Covered:

- Mission that Matters
- Choosing the Hard
- Overcoming Complacency/Staying Teachable
- Measured Boldness
- Using Stress to Your Advantage
- No-Stone-Unturned Preparation
- Total Awareness
- Always Pressing Forward
- Close on the Target, Close the Deal!
- Embracing Responsibility
- Constantly Pursuing Excellence

Special Features: Through dozens of specific, relevant examples illustrated within the fascinating backdrop of astronaut training and preparation, this program will guide you on a trajectory to learn how to set and reach your most treasured goals. Armed with the astronaut achievement tool kit and sustained, dedicated effort, you too will see out-of-this-world results. This program can be presented in any duration from keynote to full-day program and is suitable for any size audience. The sky is not the limit - launch on your mission of peak personal effectiveness with "Countdown to Success!"

Results: Completing this program will enable you to apply specific processes and techniques to launch your own ability to consistently perform at the highest levels and achieve the most challenging goals in your own personal orbit.

Astronaut Speaker Rick Searfoss, Colonel, USAF Retired, former Top Gun fighter pilot, test pilot, and astronaut, is a distinguished peak performance expert speaker who has flown three highly successful space missions. As a mission commander, he is also one of less than a hundred people in history ever chosen to command a human space mission. Rick has also served as an aerospace industry executive and now works both as a test pilot and in business development with several entrepreneurial "New Space" companies creating some of the new millennium's most leading edge technologies. He is the only astronaut to have ever earned the National Speakers Association Certified Speaking Professional designation, the speaking industry's international gold standard for speaking skill and experience.

## **CUSTOMER SERVICE – THE MISSION THAT MATTERS!**

**Imagine leading a 500 million dollar project** that was over 8 years in development, and which peaked in a short 16 day window. Now consider delivering a unique service in one of the most hostile and unforgiving environments possible, on behalf of thousands of clients and customers who gambled their professional hopes, dreams, and future on your performance.

**The Service:** Safely and effectively executing NASA's most complex and ambitious science research mission ever.

**The Goal:** To prepare, launch and bring home the Space Shuttle Columbia, the crew, the lab and the data - for NASA and America. And land the Space Shuttle at Kennedy Space Center with the heaviest payload in history and all the eyes and the media around the world watching you.

**The providers:** Mission Commander Rick Searfoss and the crew of Mission STS90.

**The Commander's Key to Success:** constant, unrelenting focus on the clients and customers and their objectives. In this case, it is the leaders, pilots, engineers, scientists, mission specialist and support team that need an ultimate dedication to achieving for them a historic mission that truly matters.

**The Take Away:** Unique, pertinent, valuable benchmarks and lessons for any business venture, group of clients, partners, vendors and customers in any industry.

Astronaut Speaker Rick Searfoss, Colonel, USAF Retired, former Top Gun fighter pilot, test pilot, and astronaut, is a distinguished leadership, teamwork, and peak performance expert speaker who has flown three highly successful space missions. As a mission commander, he is also one of less than a hundred people in history ever chosen to command a human space mission. Rick has also served as an aerospace industry executive and now works both as a test pilot and in business development with several entrepreneurial "New Space companies creating some of the new millennium's most leading edge technologies. He is the only astronaut to have ever earned the National Speakers Association Certified Speaking Professional designation, the speaking industry's international gold standard for speaking skill and experience.

# OVERCOMING ADVERSITY IN TODAY'S WORLD

**Background:** Forging out into dangerous, dynamic, risky territory takes a special mindset and skills – Robust Resiliency. Astronauts train continually to deal with adversity, emergencies, and “off-nominal” situations. Their experiences provide powerful tools for overcoming adversity in uncertain, tough situations.

**Purpose:** Prepare for the future by understanding and applying key principles to effectively focus on business success and growth in challenging, turbulent times.

**Designed for:** Teams and individuals committed to success regardless of current challenges or difficulties.

## Topics/Points Covered:

Choosing the hard – how determined mission focus overcomes competition

Total awareness – of environment, threats, self, team – key to sensing and adapting to trends driving the future

Adapting and thriving on stress (“No use dying all tensed up!”) - what you must do to face constantly changing global, political, and technology realities

pressing forward – creating courageous commitment

Seeing and seizing opportunities – for business and personal growth and development

Flexible optimism and dynamic tension – creating the right balance between sense of urgency and maintaining big picture perspective to optimize team performance

Staying out of the snake pit – maintaining control and strengthening your team’s sense of ownership to overcome multiple pressing dangers

**Results:** You will strengthen your own and your team’s resilience, adaptability, and ability to forge ahead. Reach greater success in challenging, competitive, tough times and environments as you apply the lessons and examples of “Right Stuff” Resilience

**Special Features:** Through specific, relevant examples illustrated within the fascinating backdrop of astronaut training and preparation, this program will teach you the key principles astronaut pilots and commanders use to succeed in the face of intense pressures, constraints, and adversity. Adaptable to any duration from keynote to full-day program, it may be customized to focus in detail on any of the topics above plus the group’s specific issues, and is suitable for any size audience.

Astronaut Speaker Rick Searfoss, Colonel, USAF Retired, former Top Gun fighter pilot, test pilot, and astronaut, is a distinguished leadership, teamwork, and peak performance expert speaker who has flown three highly successful space missions. As a mission commander, he is also one of less than a hundred people in history ever chosen to command a human space mission. Rick has also served as an aerospace industry executive and now works both as a test pilot and in business development with several entrepreneurial “New Space companies creating some of the new millennium's most leading edge technologies. He is the only astronaut to have ever earned the National Speakers Association Certified Speaking Professional designation, the speaking industry’s international gold standard for speaking skill and experience.

## SAFETY – THE ONLY OPTION

**Rick's Safety Background:** Accident- and incident-free high performance military and NASA jet flying career over 20 years. In-depth experience in flight safety programs in military operational fighter squadrons, flight test programs, and NASA Space Shuttle missions.

Space Shuttle mission commander, with overall responsibility for safe and mission-effective crew performance for a \$500 million mission on a \$2 billion national asset, Space Shuttle Columbia.

Chief of T-38 Flying Safety, United States Astronaut Corps, focused on safe and effective operation of NASA's astronaut T-38 fleet with continuous operations throughout military and civilian airspace and airports nationwide. Flight operations include very high intensity simulated Space Shuttle approaches, formation, and test pilot flight test technique proficiency flights.

Executive Safety Director, United Space Alliance (USA). USA processes and prepares the Space Shuttle and payloads for flight. Two-year assignment with responsibility for overall system safety programs and discipline for a work force of 3000 people and for strategic guidance and initiatives to improve all phases of Shuttle ground operations and preparations.

Current Chief Test Pilot for XCOR Aerospace overall responsibility for safe execution of flight test planning and execution for two different design rocket-propelled experimental technology development aircraft, the "EZ Rocket" and the "Rocket Racer" prototype. Prepared for and flew first flight of the Rocket Racer. Also directing cockpit design, operational planning, and safety program for XCOR's sub-orbital rocket plane/spacecraft in development.

His core business speaking topics of leadership, teamwork, innovation, and peak performance all tie in to effective safety programs. For more specific safety presentations, Colonel Searfoss has also created and presents a fascinating and powerful benchmark safety-specific program: "Human Space flight Systems Safety "Down-to-Earth Lessons for You!" This program specifically benchmarks elements of safety success in high-demand, high-workload, unforgiving, complex systems. It draws on the many powerful and positive examples of over forty years of human space flight and three missions personally flown. It also acknowledges and draws the hard lessons learned from America's three human space flight tragedies.

**Mission** of this presentation: provide focused tools for any high-performance organization to operate more safely and effectively.

Rick Searfoss, Colonel, USAF Retired, former astronaut and Space Shuttle commander, is a distinguished peak performance expert speaker who has flown three highly successful space missions. As a mission commander, he is also one of less than a hundred people in history ever chosen to command a human space mission and has lead his teams through major real-world, life- and mission-threatening emergencies and challenges. Rick has also served as an aerospace industry executive and now works both as a test pilot and in business development with several entrepreneurial "New Space companies creating some of the new millennium's most leading edge technologies. Rick is the He is also the only astronaut to have ever earned the National Speakers Association Certified Speaking Professional designation, the speaking industry's international gold standard for speaking skill and experience.

## ***Launching Teams, Exploring Leadership***

### **BIO - ASTRONAUT RICK SEARFOSS**

***Space Shuttle Mission Commander & Pilot  
STS-58, 76, & 90 Columbia and Atlantis***

***The Real “Right Stuff”*** As one of less than a hundred people ever who have actually ever commanded a human space mission, Colonel Rick Searfoss speaks on leadership, teamwork, and personal performance with authority born of in-depth personal experience. In his career he has led many different teams, including commanding the most complex science research space mission ever, the STS-90 Neurolab flight on Columbia. He also piloted two other space flights, including a joint Russian-American mission to the Mir space station.

Prior to becoming an astronaut Colonel Searfoss was a fighter pilot and test pilot in the U.S. Air Force, with over 5800 hours flying time in 71 different types of aircraft. A distinguished graduate of the U.S. Air Force Fighter Weapons (Top Gun) School and the U.S. Naval Test Pilot School, he is the Director of Flight Operations for XCOR Aerospace ([www.xcor.com](http://www.xcor.com)), where he flies the world’s only liquid rocket-propelled aircraft and works with the development team of the Lynx suborbital spaceplane, for which he will be the first test pilot.

Rick is a high-content expert speaker on the topics of leadership, teamwork, innovation, peak performance, and related topics ([www.astronautspeaker.com](http://www.astronautspeaker.com)). He is among less than 10% of professional speakers and the only astronaut to have earned the National Speakers Association Certified Speaking Professional designation, the speaking industry’s international gold standard for speaking skill and experience. His mission: “to share the leadership, teamwork, innovation, and peak performance lessons of human space flight to empower organizations to achieve out-of-this-world results!”

Colonel Searfoss completed a bachelor of science degree in aeronautical engineering from the USAF Academy, a master of science degree in aeronautics from the California Institute of Technology on a National Science Foundation Fellowship, and USAF Squadron Officer School, Air Command and Staff College, and Air War College.

His numerous awards include the Harmon, Fairchild, Price and Tober Awards as the number one overall, academic, engineering, and aeronautical engineering graduate in his USAF Academy class, USAF Squadron Officer’s School Commandant’s Trophy as top graduate, Tactical Air Command F-111 Instructor Pilot of the Year, Outstanding Young Men of America, Air Force Meritorious Service Medal, Defense Superior Service Medal, NASA Exceptional Service Medal, NASA Outstanding Leadership Medal, Distinguished Flying Cross, and the Legion of Merit.

Beyond the unique professional experiences he has enjoyed, Rick’s incredibly supportive wife and three daughters keep him focused on what’s truly important: faith, family and service beyond self. His varied outside interests include running, backpacking, model airplanes, soccer, science fiction, and classical music.

***“Sharing the leadership, teamwork, innovation, and peak performance lessons of human space flight to empower organizations to achieve out-of-this-world results!”***

# ASTRONAUT SPEAKER RICK SEARFOSS

**TESTIMONIALS** “Exciting! Insightful! Motivating! Actionable! Our goal was to secure a speaker that would resonate with everyone, recognize their achievements, provide them a unique experience, and deliver take-away messages that would enhance and enrich both their personal and professional lives. Without hesitation, I confirm that you achieved our goal!” Eric J. Aulicino, Executive Vice President, Berry Plastics Corporation

“From the moment he first engaged with us, we were impressed with his enthusiasm – he was fully dedicated to making his presentation relevant to our clients, to the company, and to the event. Not only is he an expert in his field, he seamlessly integrated the essence of our topic (innovating for business success) to communicate real benefit to our clients.” Eddie Speir, Partner, 3t Systems

“The feedback was phenomenal! I was most impressed with how skillfully you translated your experience commanding a Space Shuttle mission to the leadership and team challenges we face in the business world.” Margaret R. Lawlor, Senior Vice President, Bank of America

“Your keynote presentation was fantastic, an inspiring boost to our afternoon conference sessions! You really connected and delivered spectacular insights on leadership, teamwork, and managing complex challenges – all things that our audience of marketing and finance executives found very relevant. It was our most highly rated session!” Tim Hedrich, Director, NCH Marketing Services

“The feedback I received was overwhelmingly positive! Your time invested in advance to learn more about our organization was elegantly reflected in your comments. I look forward to an opportunity where your message can work for us again.” Don Howren, Senior Vice President, Global Marketing, Aderant Software

“I appreciate all the time and effort you invested to understand our audience and convey a message that was both positive and inspiring. I learned so much in just 45 minutes that I only wish you had more time to indulge us with your tales! Most importantly, you came across as very genuine and connected really well with your audience.” Kathryn Momot, Touchstone Energy Cooperatives

“I’ve received numerous comments from the sales and marketing management team regarding the extraordinary interface you achieved between your key messages and the major themes of our meeting. Your colorful anecdotes and high-energy enthusiasm served as an effective foundation to emphasize key themes of teamwork, leadership, and focused objectives that resonated with the entire team.” Arthur J. Hiller, Senior Vice President, Millenium Pharmaceuticals

“The feedback from both the customer management and that of Freescale was extraordinary – your message was the key enabler for the success of the entire evening!” Jim Porter, Sales Director, Freescale Semiconductor

“Your engaging, energetic speaking style and the amazing visual images captivated the group. You had obviously taken the time to get to know our organization, linking your lessons of leadership in space to our world – Colgate’s vision, values, and goals.” Graeme Murray, President, Colgate-Palmolive Canada

“Your message and ability to connect with various members of our team were right on target...a meaningful learning experience for our team and fun at the same time. That is a great combination!” Dave Sorensen, Vice President, Purchasing, General Mills

“Your real-life experience was both fascinating and entertaining. You were the star of the show. Your approachable style and amazing awareness of Microsoft products made you perfect part of our event team!” Jack Miller, District Business Solutions Manager, Microsoft

“A pleasure to work with, Rick was a hit from start to finish – and beyond!” Dennis Lindsey, Vice President, Marketing, IPS-Sendero

**For more information on Rick’s keynotes and expanded programs contact:**

## **ASTRONAUT SPEAKER RICK SEARFOSS**

***PARTIAL CLIENT LIST*** General Mills, Microsoft, Bank of America, Pfizer, Monsanto, Discovery Channel, Siemens-Westinghouse, Panasonic, SAP America, Farmers Insurance, Agco Challenger, Shell Oil, SCA Tissue, Merrill Lynch, BP, State Farm, Accenture, Johnson and Johnson, General Electric, Roche, U.S. Chamber of Commerce, American Society of Appraisers, Invensys, Association for the Advancement of Medical Instrumentation, Berry Plastics, Colgate-Palmolive, Hy Vee Grocery, Wyeth, General Services Administration, IPS Sendero, Freescale Semiconductor, IRS, Millenium Pharmaceuticals, Lockheed Martin, CIT Group, Touchstone Energy Cooperatives, BBC, International Society of Endovascular Specialists, Aderant Software, U.S. Postal Service, American Society of Safety Engineers, Busch Gardens, Leica USA, Illuminating Engineering Society, Nutrimetics, Baking Industry Suppliers Association, BHP Billiton Petroleum, Northrop Grumman, Discover Financial Services, Rogers Corporation, Unified Grocers Association, Chordiant Software, Sanofi-Aventis, CxTec

### **INVESTMENT SCHEDULE**

Keynote (up to 1 hour):	\$16,000
Half day (up to 4 hours):	\$18,000
Full day (four or more hours):	\$20,000
Overseas events:	per request basis

### **Additional Services Available**

Meet and Greet and/or Photo Session	Same day, \$1000
Recording Rights and Licensing	per request basis

### **AUDIOVISUAL REQUIREMENTS**

LCD large screen projector, appropriately sized screen(s) for venue, laptop computer with Powerpoint connected to LCD projector (Rick will bring his computer also as backup), readily available technical support, remote lavalier microphone, audience microphone(s) for question and answer sessions

Rick will discuss audiovisual needs with the client or technical support personnel in advance and will arrive early to check out the system and venue.

### **TRAVEL DETAILS**

Coach fare domestic, business class international  
For client booked tickets: electronic ticketing please  
Hotel: non-smoking room billed directly to client's account

## INTRODUCTION FOR ASTRONAUT RICK SEARFOSS

As an astronaut with three space missions, Colonel Rick Searfoss shares with only a handful of people in history some of the most unique human experiences possible. In his career he has led many different teams, including commanding the most complex science research space mission ever, the STS-90 Neurolab flight on Columbia. He also piloted two other space flights, including a joint Russian-American mission to the Mir space station.

Prior to becoming an astronaut Colonel Searfoss was a fighter pilot and test pilot in the U.S. Air Force, with over 6100 hours flying time in 80 different types of aircraft. He was also the number one graduate in his Air Force Academy class and earned a master's degree at the California Institute of Technology. Rick has held executive level positions in the aerospace industry and now consults regularly for numerous entrepreneurial space ventures, including serving as the Chief Judge for the \$10 million Ansari X Prize.

In his spare time Rick enjoys flying, science fiction, backpacking, and running. He and his wife Julie have three daughters and reside in California.

Please join me in welcoming Astronaut Rick Searfoss.