

BROUGHTON COBURN

Everest: To the Top of the World

For three years, Harvard graduate Broughton Coburn lived in the homeland of the Sherpas, the people who reside precariously on the skirts of Mt. Everest, the world's tallest mountain. He has written three books that illustrate the grandeur, mystery and magic of this enthralling mountain: *Everest: Mountain Without Mercy* (National Geographic Books; New York Times bestseller list; 430,000 copies sold), *Triumph on Everest: A Photo-biography of Sir Edmund Hillary* (an award-winning young adult title), and a collaboration with Jamling Tenzing Norgay, *Touching My Father's Soul: A Sherpa's Journey to the Top of Everest* (another award-winning national bestseller). Indeed, for two of the past three decades Broughton has directed development and conservation projects for the World Bank, UNESCO, World Wildlife Fund and other agencies, and he is regarded as a premier authority on the Himalaya.

THE PRESENTATION

In the 55-minute program, *Everest: To the Top of the World*, Broughton Coburn uses expedition slides to illustrate the organization and dynamics of the 1996 Everest IMAX team's attempt on the mountain, while exploring the natural and human events that led to the loss of 12 climbers in one storm. The IMAX team responded to this notorious tragedy skillfully and compassionately, and two weeks later they reached the top – carrying the 28-pound large format camera – in a genuine team effort. To film from the summit necessitated that 11 people reach the top, while 30 others delivered supplies and provided critical backup.

Climbing Everest starts by piecing together a strategic puzzle – a pyramid of support that is balanced on the edge of an ominous glacier at 18,000 feet. The challenges are many: hypoxia, altitude sickness, intestinal illness, weight loss, homesickness, brutal weather conditions, recalcitrant porters, inexperienced climbers from other teams, and the chance of being crushed by apartment house-sized blocks of ice that litter the Khumbu Icefall, a glacier in motion.

It takes an unusual level of aspiration to even attempt Everest. Broughton deftly shows that reaching the summit and returning safely to base camp demands leadership, planning, confidence, experience, judgment, strength, persistence, patience and humility – all in a measured balance.

For colleges, Broughton has efficiently combined an evening general audience presentation of Everest (and/or his other program, *Aama's Journey*) with carefully crafted lectures on more academic subjects, especially for anthropology, sociology, natural science, global studies and international affairs classes. He can speak to topics of geopolitics, humanitarian foreign aid, cultures and cultural change, natural resource use and protected area management, etc., while raising thought-provoking questions and exploring topical issues. He can also provide career counseling in international development.

KEY THEMES

- ▶ **Everest is a crucible of character**, offering a perfect metaphor for expertise, leadership, fortitude and achievement, icons of the modern age.
- ▶ **Apprenticeship, diligence and experience** are essential; they cannot be avoided nor merely summoned up – they must be fully engaged with joy and pride.
- ▶ **Great and complicated tasks** require teamwork and professionalism; sacrificing personal goals for the good of the team is sometimes needed for a successful outcome.
- ▶ **Respect for the environment** and for the frailty of humankind; acceptance of, and adaptation to, quickly-changing and sometimes unpleasant circumstances.



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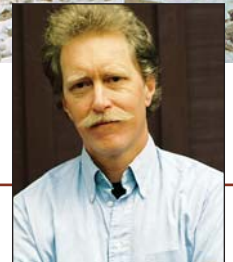


CAREER HIGHLIGHTS

- ▶ **Author of five books** including two national best sellers; American Alpine Club Literary Achievement Award; Publishers' Weekly "Pick" of 1996.
- ▶ **Special Projects Director** for the American Himalayan Foundation.
- ▶ **Technical Advisor** for the World Bank, United Nations Development Programme, World Wildlife Fund and other agencies for over 20 years
- ▶ **Oversaw creation** of the Annapurna Conservation Area and the Quomolangma Nature Preserve
- ▶ **Faculty Member** of the Jackson Hole Writers' Conference

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SPEAKING ENGAGEMENTS

Harvard University
 Whitman College
 University of Colorado, Boulder
 Principia College
 Elon University
 University of Washington
 The Pembroke School
 American Museum of Natural History
 Calif. Academy of Sciences, San Francisco
 Jordan Commons Multi-plex (grand opening)
 The Coca-Cola Company
 The Amerind Corporation
 14 Knife and Fork Club venues

OTHER APPEARANCES

National Geographic Magazine
 CBS Evening News
 BBC Science
 Life Magazine
 Guest expert, NPR's *Talk of the Nation*

CLIENT COMMENTS

"Simply amazing! The written word cannot express how delighted we were with the presentation delivered by Broughton Coburn. Please accept this small expression of gratitude for suggesting him for participation in the Nichols College Cultural Enrichment Program."

– *Len Harmon, Director
 Robert C. Fischer Policy & Cultural Institute,
 Nichols College*

"As you know, team building and the rewards of being a collaborative team member were a focus of our conference. Mr. Coburn's account of his experiences on Everest helped bring these points home in a very spellbinding way. Please thank him for being an exciting and captivating part of our journey."

– *Charles S. Frenette, Sr. V.P.
 The Coca-Cola Company*

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