

J. Morris Hicks Speaker Summary

Background. As a senior corporate executive for many years, Jim Hicks has always focused on the “big picture” when analyzing any issue. In 2002, after becoming curious about the “optimal diet” for humans, he began a comprehensive study of what we eat from a global perspective-- discovering many startling issues and opportunities along the way.

He holds a BS in Industrial Engineering from Auburn University and an MBA from the University of Hawaii, a degree he earned while serving as a U.S. Coast Guard officer in Honolulu. In 2009, he earned a Certificate in Plant-Based Nutrition from *eCornell* and the *T. Colin Campbell Center for Nutrition Studies*, where he has served on the board of directors for six years.

He published his first book, *Healthy Eating, Healthy World*, in 2011 and, four years later, teamed up with a medical doctor to publish the *4Leaf Guide to Vibrant Health*. Concurrently, he has posted over 1100 articles about food, health and sustainability at hpjmh.com. Ultimately, he concluded that our food choices in the 21st century comprise the single most important issue in the history of humanity—after realizing that our future as a species could be riding on those choices.

Most recently, as a writer, speaker and health-promotion consultant, he has focused on that crucial issue in a never-ending effort to *promote health, hope and harmony on planet Earth*.

Speaking Topic(s). Jim’s background as an engineer and process-improvement consultant, then later as a senior corporate executive, has enabled him to understand a “big picture” about our life on this planet in a way that few others see or understand. In addition to our food choices, he has focused on three other grossly unsustainable aspects of human behavior and has connected the dots regarding how they all must be addressed.

As an active speaker to audiences ranging from middle school and college students to organizations like VegFest and the Vegetarian Society of Hawaii who are concerned about healthy eating—Jim always tailors his presentation to best suit the age, education level and special interests of each of his audiences.

As the author of two books about food choices and the creator of the 4Leaf Survey (4leafsurvey.com), he is very comfortable talking just about food choices—if that’s what his audience prefers. But his favorite topic is aimed at helping groups of all ages and interests better understand the “big picture” of how our lifestyle choices are affecting the ecosystems that sustain life on planet Earth and how we as individuals and/or organizations can help Mother Nature take care of the business of keeping humans and all of nature alive and well.

Even though parts of his “big picture” topic can be troubling to hear about for the first time, Hicks always includes many steps that we all can make to improve the ecosystem so that we may all survive and thrive indefinitely on the beautiful planet we call home.

To be sure, he does not sugarcoat some of the more challenging issues we face, but tries to explain to his audiences that they should always look carefully at the facts and available data on a given problem—before deciding on a plan of action. As he explains, if we don’t understand all of the critical facts about a problem, then we’ll never be able to develop solutions that will be able to successfully deal with that problem.

Public Speaking Experience. Jim began actively speaking in public just before publishing his first book in 2011. Since then, he has spoken at many Rotary Clubs, several colleges, two middle schools in Connecticut, in three foreign countries and at numerous conferences. His two largest audiences were 500 people in Tucson in 2013 and a crowd of about 800 at the *International Plant-Based Nutrition Healthcare Conference* in Anaheim in 2016. See photo of him below--onstage at that pbnhc.com conference.

J. Morris Hicks always enjoys the challenge of making his message simple, powerful and totally understandable for all audiences, regardless of age, education or ideology. As in his tagline, the goal of all of his work, including his public speaking, is:

Promoting Health, Hope and Harmony on planet Earth

For more information on scheduling, expenses, honoraria, etc., please contact Jim directly via email or phone. Also take a look at the first website listed below, where he has posted over 1100 articles on food, health and sustainability since 2011.



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