

Year of Ownership Keynote Event with Echelon Front's Rob Jones

Join us for an inspiring keynote event with Rob Jones from Echelon Front, as part of Civil Air Patrol's ongoing "Year of Ownership" initiative. This event will be on March 1 at 7 p.m. Eastern Time and will provide valuable insights into the principles of Extreme Ownership and how they can be applied to enhance leadership and operational effectiveness within our organization.

Event Details:

- **Date:** March 1
- **Time:** 7 p.m. ET
- **Platform:** [Register](#) for this Year of Ownership Keynote in Absorb, CAP's new learning system.

In his keynote address, Rob Jones will delve into the core concepts of Extreme Ownership, sharing practical strategies and real-world examples to help you take ownership of your role and drive success within your teams. This session will empower you to embrace accountability, overcome challenges, and lead with confidence.

Jones is a retired U.S. Marine, combat leader, and now a leadership instructor and speaker with Echelon Front. He spent five years in the Marine Corps, with deployments to both Iraq and Afghanistan. As a combat engineer, Rob specialized in finding hidden improvised explosive devices (IEDs), the enemy's most deadly weapons. On a mission in July of 2010, while executing an IED sweep, Rob stepped on an IED, resulting in double above knee amputations of his legs.

Rob spent the next year and a half in physical therapy before retiring from the Marine Corps in 2011. Upon his retirement, he turned to the world of sports to adapt to a new way of being a leader. In 2012, he competed in the Paralympic

Games in London, bringing home a bronze medal in rowing. In 2013, he became the first double above knee amputee to ride a bicycle across the United States, covering 5,181 miles from Bar Harbor, Maine, to Camp Pendleton, California. In 2017, he ran 31 marathons in 31 consecutive days in 31 different cities.

Throughout his journey, Rob relied on the principles taught at Echelon Front to turn the darkest moment of his life into a life of impact — more meaningful than he ever could have expected. Rob now brings his experience to Echelon Front to help teams of people take Extreme Ownership and overcome the challenges they face in business and in life.

Jared Peregoy

Senior Director of Learning