

EUFMC

WILLIAMSBURG, VA

CELEBRATING 70 YEARS

The Iron Cowboy Gets Set to Address EUFMC 2023



The Iron Cowboy, James Lawrence, will be bringing his story of mental toughness and physical endurance, and his inspiring message about redefining your goals and achieving great success, to [EUFMC](#) as the conference dinner speaker.

Known for the signature cowboy hat he wears while running races, Lawrence is an ultra-endurance athlete who has pushed himself beyond what many doctors previously believed to be physiologically possible. Among his many accomplishments are:

- 30 Ironman competitions-- consisting of a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run-- in one year, a feat that earned him a place in the Guinness Book of World Records.
- The 50-50-50 for competing in 50 Ironman distance triathlons in 50 consecutive days in all 50 states.
- The CONQUER 100 consisting of 100 Ironman distance triathlons in 100 consecutive days-- that's 140.6 miles per day for 14 straight weeks for a total of 14,060 miles.
- Lawrence has also summited Mt. Kilimanjaro on a bicycle, completed the Fiji Eco-Challenge, the Race Across America, the Norseman World Championship, and a 235-mile run across Greece.

At EUFMC, Lawrence will also lead the annual [Guided Run and Guided Walk for EUFMC Attendees and Spouses](#) through the Colonial Williamsburg Historic Area.

A dynamic speaker, Lawrence has shared his astonishing story, beginning with struggling to complete a local 4-mile run to becoming the greatest endurance athlete on the planet, with millions of people in 50 different countries. He has been featured in the Amazon Prime documentary: Iron Cowboy | The Story of the 50.50.50, the subject of a documentary on the CONQUER 100, and is a best-selling author.

Fleet representatives at EUFMC will receive a complimentary copy of Lawrence's book— *Iron Cowboy Redefine Impossible*-- courtesy of Leadership Sponsor International.

Plans for the [70th anniversary EUFMC](#) include:

- [Driving Safety, Sustainability & Technical Expertise](#), the EUFMC educational program with a focus on finding solutions to fleet management challenges, featuring presentations by fleet executives, manufacturers and industry experts
- Roundtables where fleet representatives and suppliers exchange information and discuss mutual challenges, find solutions and develop best practices
- A Drive-Through utility equipment demonstration and an equipment show that is the site of more than 60 displays
- Special Activities, including tours, golf outings, events for spouses, and more. (Fees for golf are covered for fleet professionals attending the conference.)

Fleet professionals from electric utilities, electrical contractors, utility co-ops, tree care operations, municipalities, and telecoms, as well as representatives from manufacturers and providers of vehicles, equipment, products and services for utility fleet operations, can register for the 2023 EUFMC at [EUFMC 2023 FLEET REGISTRATION](#).

Connect today with [EUFMC on LinkedIn](#) to stay up to date on conference news.

SAVE THE DATE
Electric Utility Fleet Managers Conference: June 4-7, 2023
Williamsburg Lodge and Conference Center, Williamsburg, Virginia
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