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Navy SEAL veteran inspires with ‘Overcome Mindset’ at Town of Palm Beach United Way business breakfast

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PALM BEACH, FL – Lieutenant Jason “Jay” Redman delivered an inspiring message of perseverance and compassion at the 29th Annual Town of Palm Beach United Way Business and Professional Breakfast on Monday, December 10 at The Breakers Palm Beach. More than 300 business and community leaders attended the “Mission United” red, white and blue themed event.

Redman, a retired U.S. Navy SEAL, shared his perspective on what the average person defines as a “Bad Day,” drawing from his combat experience and life changing battlefield wounds in Iraq. He also stressed the importance of the “Overcome Mindset,” and its impact on leadership, relationships and unexpected “life ambushes.”

“Improving our mindset starts with our ability to lead and manage ourselves,” said Redman, author of *The Trident: The Forging and Reforging of a Navy SEAL Leader*. “If we are strong in the five key areas of leadership — physical leadership, mental leadership, emotional leadership, social leadership and spiritual leadership — then automatically we are in a better place holistically. By having this balance in all five areas, it enables us to better lead others, and lead always, despite the adversity and obstacles we will always encounter.”

The breakfast, which has been graciously underwritten by The Breakers for the past 29 years, is the signature event of the Town of Palm Beach United Way’s Business and Professional Campaign. Last year’s campaign, under than chairmanship of **Stephen Hall, Jr.**, raised \$147,424 from 91 corporate donations and \$156,691 from 1,400 employee contributions. The goal this year is \$325,000.

“Redman’s ‘Overcome Mindset’ is an inspiration for all,” said Hall, who is again chairman of this year’s campaign. “His ability to adapt to the unexpected, lead through adversity, and trust in humanity are qualities we all should aspire to follow — business professionals and thoughtful citizens alike.”

In honor of Redman, the Town of Palm Beach United Way prepared 30 care packages to be sent to military personnel serving overseas. The boxes, which served as centerpieces at the breakfast, were filled with requested food and personal items, and messages from breakfast attendees.

The 28-member Business and Professional Committee, which doubled in size from last year, secures corporate gifts and employee donations from hundreds of businesses and professionals in Palm Beach, South Palm Beach and Manalapan. Those contributions help the Town of Palm Beach United Way support 82 health and human service programs at 45 non-profit agencies in Palm Beach County.

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About the Town of Palm Beach United Way

Since 1945, the Town of Palm Beach United Way has invested more than \$103 million into Palm Beach County because of generous donors who live or work on the island of Palm Beach. We advance the common good, creating opportunities for a better life for all by focusing on the three building blocks of education, health and financial stability. The Town of Palm Beach United Way recruits people and organizations that bring the passion, expertise and resources needed to get things done. LIVE UNITED® is a call to action for everyone to become part of the change. For more information, call us at 561.655.1919 or visit www.palmbeachunitedway.org.