

Gerald L. Kostecka



Gerald L. Kostecka is an award winning leader in the Alkaline Ionized Water Industry, specializing in improved health through hi-technology hydration. He is a sought after authority on ionization technology and has been featured as a keynote speaker at some of the largest ionized alkaline water conventions in the world. He has traveled the globe researching the most effective hydration technology since the beginning of 2007. As an International Independent Distributor in the Alkaline Ionized Water Industry, Gerald has proven himself as an effective leader and has become very versed in every aspect of the industry, from core technology to end user marketing & sales.

He is the author of two industry related books and has become one of the foremost experts on the different machines in this emerging market. He has helped lead and train tens of thousands of independent business professionals around the world and understands traditional business, as well as the direct sales industry.

He has written featured articles for business periodicals; has written numerous health related special reports; has appeared on televised health & wellness shows and has created an extensive library of training and marketing resources, including five magazines, three DVD's, eight brochures and a newspaper. As part of his ongoing pursuit of self improvement and continuing education, Gerald recently became a certified Nutritional Therapist and is now sharing the importance of both proper nutrition and hydration.

Gerald has fused his extensive and diverse experience in traditional business with his new found understanding and appreciation of health and hydration to create a very successful enterprise. He uses his experience in Public Relations, Sales & Marketing, Public Speaking, Corporate Training and Educational Instruction to promote the concept of health through hydration and the benefits of drinking ionized alkaline water. With over 25 years of experience, Gerald has held positions ranging from Public Relations Senior Account Executive, Senior Sales Manager, Adult Continuing Education Instructor, Business Seminar Presenter, Director of Sales & Marketing and Corporate Vice President.



In addition to his extensive business experience, Gerald is also a published children's book author, child health & safety advocate and youth motivational speaker. Gerald has been interviewed for print articles, on talk radio shows and nationally televised television talk shows. He has appeared on the Sally Jessy Raphael Show, Protecting America's Kids: Who's To Blame, where he addressed the parental role regarding student involved school shootings. He also appeared on the Rob Nelson Show, The New Sexual Revolution: Teen & Pre-Teen Sex in America, where he discussed parental responsibility regarding teen and pre-teen sex education.

Gerald is also very active in the community and with charitable organizations, including working closely with Denise Brown of the Nicole Brown Charitable Foundation. He has also served on the Board of Directors for several non-profit organizations, including as a board member of The Kids Cancer Connection and Vice-President of First Book. Gerald's most recent community activism has been as the coordinator and sponsor of the Operation Connect special events with US Marines deployed in Iraq. Gerald worked in conjunction with the Boys & Girls Club of Vista, the Rotary Club of Vista and benefiting the 1st Light Armored Reconnaissance Battalion (1st LAR), deployed to Iraq from Camp Pendleton, California. There have been four separate events, connecting more than 200 deployed service members with over 500 family members, including a few Marines who were able to see their newborn children in something other than still photos for the very first time. The events captured national attention as they were featured in numerous newspapers and on several television news stations, including CBS & super station KTLA.