

Alfred M. Coke

After graduation from Columbia High Al Coke went to the University of Southern Mississippi and finished a BS in Geology in August of 1963. Immediately upon graduation as a Distinguished Military Student and Graduate he accepted a Regular Army Commission in the Infantry. After a week's leave Al departed for Ft. Benning, Airborne School, and the Infantry Officer's Basic Course.

LTC Coke spent 20 years in the Army, retiring from the Chief of Staff's Office in 1983. His service career took him thru a number of exciting assignments in Berlin, Ft. Polk, Viet Nam twice, Korea, Ft. Riley, Ft Ord, Ft. Benning three times, and the Pentagon.

As a kid from Mississippi the Army was a fabulous experience that he would never have been exposed to as a geologist. Lt. Coke went behind the Berlin Wall 109 times and was detained 9 times by the Russians or East Germans. During his time as Officer of the Guard at Spandau Prison he met Rudolph Hess and the other two remaining prisoners from World War II. Captain (later Major) Coke had two different experiences in Viet Nam; first as a company commander of a combat unit and the second as an advisor immersed in their culture as a District Senior Advisor. He had attended the Foreign Service School in Washington, D.D. and spoke the language.



In Korea he was the senior Aide-de-Camp to LTG James F. Hollingsworth, the most decorated general officer in the army. At the Pentagon he worked directly for the Chief of Staff, General Myer.

LTC Coke taught at three Army services schools and was given an opportunity to attend graduate schools. Before he retired he finished an MS, MA, MBA, and PhD.

Life in the Army in those times was tough but rewarding. During his career he was received 22 medals but his most cherished are the two Purple Hearts. He participated in seven campaigns in Viet Nam.

He is authorized to wear the Combat Infantry Badge (CIB), Expert Infantry Badge (EIB), Air Crew Wings, Parachutist Wings, Expert Marksmanship Badge (multiple weapons), Jungle Expert Badge, and Army Staff Badge.

Al considers himself a very lucky person. Not only was he wounded twice but finally lost count of the close calls during his two years of combat. The chances of being killed in an aircraft crash are about like winning the lottery. He survived three that included fatalities including a harrowing experience in being shot down over the border in Cambodia.

Dr. Coke's second career started when he chose to retire from the Army after twenty years. He transferred his practical knowledge and education into the Organization Development Consulting field. Since 1983 he has travelled the world consulting to a number of different industries. For a short period he took time out to work as an Executive Consultant for Global Services of IBM. Dr. Coke taught management sciences for the American Management Association and the Canadian Management Centre for 29 years.

He is still an active consultant traveling to some place in the world. In '09 he made trips to Bogota and along the Mexican border. His Top Secret security clearance was good in five countries so he spent a lot of time in Canada with the intelligence community. His civilian career highlight is that he was named Chairman of the Board of Strive Energy Services. He has held that position since January 2007 and will be renamed again on 15 June 2015 for another indefinite term. Strive is an oil field service company located in Calgary, Alberta, Canada. Their central business is oil field services.

Over the years Dr. Coke published two hardcover books on the topic of Strategic Planning and countless other published articles. His models have gained recognition as the most effective planning process in North America. About 500 companies are using the concept. His third book is an e-version and titled "The Doctrine of Business Warfighting."

In June of 1964 Al married his college sweetheart, Patricia Lynn Smith, from Denham Springs, LA in a military ceremony in Berlin. They have two children, Corey Lynn Legrand and Dane Shelby Coke. Corey is married to a Naval Officer pilot who is currently stationed in Omaha, Nebraska. Shelby is a civil engineer who works out of West Palm Beach, FL. Pat and Al were divorced in 1985.

Later Al married Anne Stone Rector from Richmond, VA. She had two children from a previous marriage. Adding the four kids together they have a large happy family with the adult offspring scattered across the US. All four are married and they have a total of 6 grandkids. Unfortunately only one is a grandson who will attend US Army boot camp in February 2015. The oldest granddaughter is a Texas A&M graduate and her sister will become a TCU graduate, Registered Nurse, and Army LT in June of 2015.

As an adult Al stuck close to his outdoor roots. He is an avid fisherman and has cast lures, flies, and baits in many places across North America. In 2012 Al caught a 90 pound tarpon on his fly rod while fishing in Florida. In 2005-6-7 he scored big on salmon while fishing off Vancouver Island in Canada. Totally he has landed 22 species of fresh and saltwater fish with his collection of fly rods.



Dr. Coke's third career began in 2009 when both he and Anne joined the Auxiliary in August of 2009. He served in multiple FSO positions, Flotilla Commander, SO positions, VCDR of Division 054-05, and was sworn in as the Division Commander in January of 2015. For the past two years Al as participated at DIRAUX as the AQEC for Sector Hampton Roads. He participated in two 3rd place teams for DSAR and will be the DSAR Director for 2015.

Anne shares Al's passion for the water so they own five power boats ranging from 39 down to 15 feet. Why have just one? Two of his boats are USCGAUX facilities. Al is determined to be on the water so in 2011 he initiated 12 month underway activities in his flotilla. In 2012 he totaled 330+ hours, in 2013 he was underway 220 hours, and for 2014 the count was 231 total underway hours.



Al chose the USCG AUX as his volunteer contribution to the country for multi-purposes. It allows him to continue closely knit military type associations, offers top level training, and provides an opportunity to continue giving to his country.