



An Eagle Scout and Ironman Triathlete who later became President and CEO of an industry leading natural products company, Gerry T. Morton strives to set a solid example in all his endeavors and ensure his Catholic upbringing shines through to others.

“I went to Catholic School for 12 years growing up,” said Morton, 40, of Manhattan Beach, who attended American Martyrs for grade school followed by Bishop Montgomery and Villanova Preparatory School for high school. “My Catholic education has served as a foundation for my ethics, morals, and approach to business dealings.”

His company, EnergyFirst, has been leading the nutrition products industry since 1997 and is known for offering the world’s best tasting, highest quality, all natural meal replacement protein shakes. EnergyFirst is ranked among America’s fastest growing private companies by Inc. Magazine.

“Catholic culture pervades all areas of our life,” said the married father of three, whose family attends American Martyrs Catholic Church in Manhattan Beach. “It affects how I conduct business, the decisions we make as a family, and how we choose to spend our free time.”

Morton particularly recalls Christ’s dictum that we “Render to Caesar what is Caesar’s and to God what is God’s.”

“In our family, we strive for excellence in all areas of our lives while keeping God at the forefront,” he said. “Everything we have comes from God.”

As a young man, Morton earned the Eagle Scout award, the highest rank attainable in the Boy Scouting program of the Boy Scouts of America earned by more than two million young men since its introduction in 1911.

“My Eagle Scout patch was the first to be flown into space on the last complete flight of the Space Shuttle Challenger,” recalled Morton, who also volunteered as a camp counselor at Boy Scout Camp Whitsett during the summer between high school and college.

In January, he took over as President and Board Chairman for the Los Angeles Area Council of the Boy Scouts of America.

“This offers me the opportunity to give back to an organization that has given so much to me,” Morton said. “We have an amazing Board of Directors and the Boy Scouts do a tremendous amount of good



work in Los Angeles.”

In related efforts, Morton continually strives to inspire and guide young people whenever possible.

“I gave the Commencement Address for the University of Arizona Honors College graduation at McKale Stadium in Tucson,” he said of the event that drew more than 1,200 people – the largest graduating class in Honors College history. “I love staying involved and supporting causes that inspire me.”

Looking back on his life’s success so far, Morton is grateful to Catholicism for shaping his values, morals, ethics and family life.

“I would not be the person I am today without my Catholic upbringing.”

