

Biography of Gerald Covella

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Gerald "Jerry" Covella has been a Rotarian since 2016 and is the current president of the Rotary Club of Tri-County, based in Vineland and serving the communities of the Greater Vineland, Millville, Buena and Newfield areas. He has a passion for community service and has been involved in multiple non-profit initiatives over a 40-year span.

In 2017, Jerry received a Paul Harris Fellow Recognition from Rotary International District 7640 for his work on the Guinness World Record Project (Take the Pledge Cumberland), an initiative for Cumberland County residents promoting a healthier lifestyle.

A lifelong resident of Vineland, Jerry attended Saint Augustine Prep and then went on to receive a degree in Communications from Glassboro State College. He later attended Rowan University, where his post-graduate studies focused on business management and leadership.

After spending 21 years as a journalist, 10 years as sports editor and 11 years as news editor, Jerry left the newspaper business and launched what has been a 25-year entrepreneurial adventure that has included ownership of several successful businesses in publishing, family services and consulting.

In 2016, he launched FocalPoint Business Coaching of South Jersey and is currently one of just 200 licensed professionals across the world accredited in the FocalPoint model.

Most recently, he was named 2019 finalist for Consultant of the Year by the Tri-State HRA organizations across New Jersey, Pennsylvania and Delaware. Earlier this year, he was featured presenter at FocalPoint's International Conference, held in New Orleans. He spoke of communication and behavioral tendencies in the workplace and how to identify an individual's behavior styles, driving forces and Emotional Intelligence with a focus on creating maximum synergy within the business structure.

Jerry's focus as a business coach is helping organizations identify the stress points within their operation and then developing a model to remove these gaps in creating a strong, productive organization.

Since launching FocalPoint, he has worked with more than 100 companies – from small start-up firms to billion-dollar companies with offices across the globe.

Jerry and his wife Deanne have been married 32 years and they have two daughters, Nicole, and Caitlyn.