

# 2014

Distinguished  
Speaker

## RUSSEL L. HONORE

U.S. Army (Retired)



LT. General Russel L. Honoré, US Army (Ret), was widely hailed by the media as the "**Category 5 General**" who led Task Force Katrina in the aftermath of the devastating hurricanes that struck the Gulf Coast in the summer of 2005. General Honoré is currently a Senior Scientist with The Gallup Organization, where he is working on developing questions to determine levels of preparedness, and a CNN Preparedness Contributor.

### My Next Mission

After more than 37 years of uniformed service to the U.S. Army and our nation, I will spend the second half of my life committed to a new mission: Creating a "Culture of Preparedness" in America. Every effort I take, whether it is this new Web site, public speaking/lectures, fund-raisers, or the books I have written or will write, will be committed to this cause.

The urgent need for this movement is one of the lessons I learned through personal experiences during my last few years in the Army. The U.S. had a Culture of Preparedness during the 1960s, when every home, government agency and institution did something to prepare in the event of a nuclear attack from the former Soviet bloc. Once that threat was all but gone, we abandoned our readiness.

During this post-9/11 and Hurricane Katrina era, there has been more emphasis placed on government/FEMA preparedness, but the vast majority of Americans have not grabbed onto the need to be prepared at home and at work for potential disasters. One of the harshest lessons learned from recent disasters, especially Katrina, is that you are your own first responder.

Leadership in the New Normal is a short course on how to be an effective leader in the 21st century. It describes modern leadership principles and techniques and illustrates them with stories from the author's vast life experiences, mostly as a military leader. The book is geared to both leaders and those who aspire to be leaders in today's world – in the fields of business, government, religion, military, academia, etc. The author, Lt. General Russel Honoré (U.S. Army, retired), emerged as a national hero and one of the U.S.'s best-known military leaders in 2005 after spearheading the

Task Force responsible for the massive search-and-rescue mission and the restoration of order in New Orleans and the Mississippi Gulf Coast following Hurricane Katrina.

