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SURVIVAL

**How a Culture of Preparedness Can Save You and Your Family
from Disasters**

LT. GEN. RUSSEL L. HONORÉ with Ron Martz

“Now I will tell you this—and I give the President some credit on this—he sent one John Wayne dude down there that can get some stuff done, and his name is General Honoré. And he came off the doggone chopper, and he started cussing and people started moving. And he’s getting some stuff done.”

—New Orleans Mayor Ray Nagin, WWL radio interview on 9/1/05

**A Riveting Call To Action By One Of The Leaders Who Managed The Recovery Efforts In The
Aftermath Of Hurricane Katrina:**

**We Need To Adopt A Culture Of Disaster Preparedness—
The Survival of our Country Depends on It!**

Lt. General Russel L. Honoré (U.S. Army, ret.) has often heard during his career that the two most important days in any person’s life are the day they are born and the day they discover the reason for their existence. For years he thought his primary mission in life was to provide for his family and serve his country. But during his six weeks as commander of Joint Task Force-Katrina he discovered that his entire Army career, if not his life, had been a training ground to help him understand the importance of creating a culture of preparedness.

General Honoré was the face and voice of Hurricane Katrina and the ensuing recovery response. He never asked for this position, nor did he particularly want it. But he was the best person to handle the job. His years in the military as well as his background growing up poor 25 miles northwest of Baton Rouge (prime hurricane

territory!) prepared him to do what mayors, governors, and even the President of the United States couldn't do—effectively lead the victims of Hurricane Katrina to recovery.

His experience as the commander of JTF-Katrina only reinforced what Lt. General Honoré already knew. Our country must create a culture of preparedness. It's one thing to respond to a natural or man-made disaster. It's quite another to prepare for it. This is why he wrote ***SURVIVAL: How a Culture of Preparedness Can Save You and Your Family From Disasters*** (An Atria Books Hardcover; \$25.00; June 2009), a clear and detailed road map on how to become better prepared—as a government, a community, and as an individual.

Written with humor and General Honoré's trademark refreshing bluntness, ***SURVIVAL*** is a personal memoir and an account of the events of Hurricane Katrina. It's main purpose, however, is to offer practical suggestions on how we—both as a country and as individuals—can effectively prepare for catastrophic events. In the pages of ***SURVIVAL***, readers will see first-hand what it was like to be one of New Orleans' poor standing in hip-waist water in the Superdome patiently waiting to be rescued. They will feel General Honoré's sense of commitment during the recovery effort, and how he used the media to send out the information he felt was imperative for everyone to know. Each chapter also includes a wealth of information and bullet points that highlight General Honoré's arguments, including:

- **Nineteen rules for leadership during a disaster**
- **The emergency supplies you *must* have for home, work, car, and school**
- **Why satellite-based communication systems are essential**
- **Weather radios should be required, just as smoke alarms are, in rental properties**
- **Red Cross debit cards should be issued to poor people in areas frequently hit by extreme weather**
- **Red Cross disaster preparation should be taught in elementary and middle schools**
- **Every high-risk large city needs to have joint search-and-rescue maps made**
- **As a leader, you must take time to talk to the press. If you don't speak to them, others will**
- **And much, much more!**

In ***SURVIVAL***, General Honoré's point in urging the creation of a culture of preparedness is that we know there are going to be disasters in our lives—whether it is a hurricane, an earthquake, a pandemic, or a terrorist attack. Let's not wait until after the disaster hits and then respond. It's definitely going to be a *when* not an *if*. As he says, "We need a concerted effort to build this culture of preparedness by developing a National Preparedness Plan. The

future leaders of this country need to make this a priority, but it's not just about hurricanes. It's about the new normal in which we now live. It's about our survival as a nation.”

Visceral, honest, and profound, **SURVIVAL** by Lt. General Russel L. Honoré is an utterly essential guide that tells it like it is—why, in our modern world, it's crucial to be prepared...

Lt. General Russel L. Honoré (U.S. Army, ret.) is CNN's lead expert on disaster preparedness. He has served in a variety of planning and response operations including Hurricane Floyd in 1999, Lili and Isadore in 2002, and Charley, Frances, Ivan, and Jeanne in 2004. He has also planned and supported U.S. military response operations abroad.

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How A Culture of Preparedness Can Save you and Your Family from Disasters

By Lt. General Russel L. Honoré (U.S. Army, ret.)

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