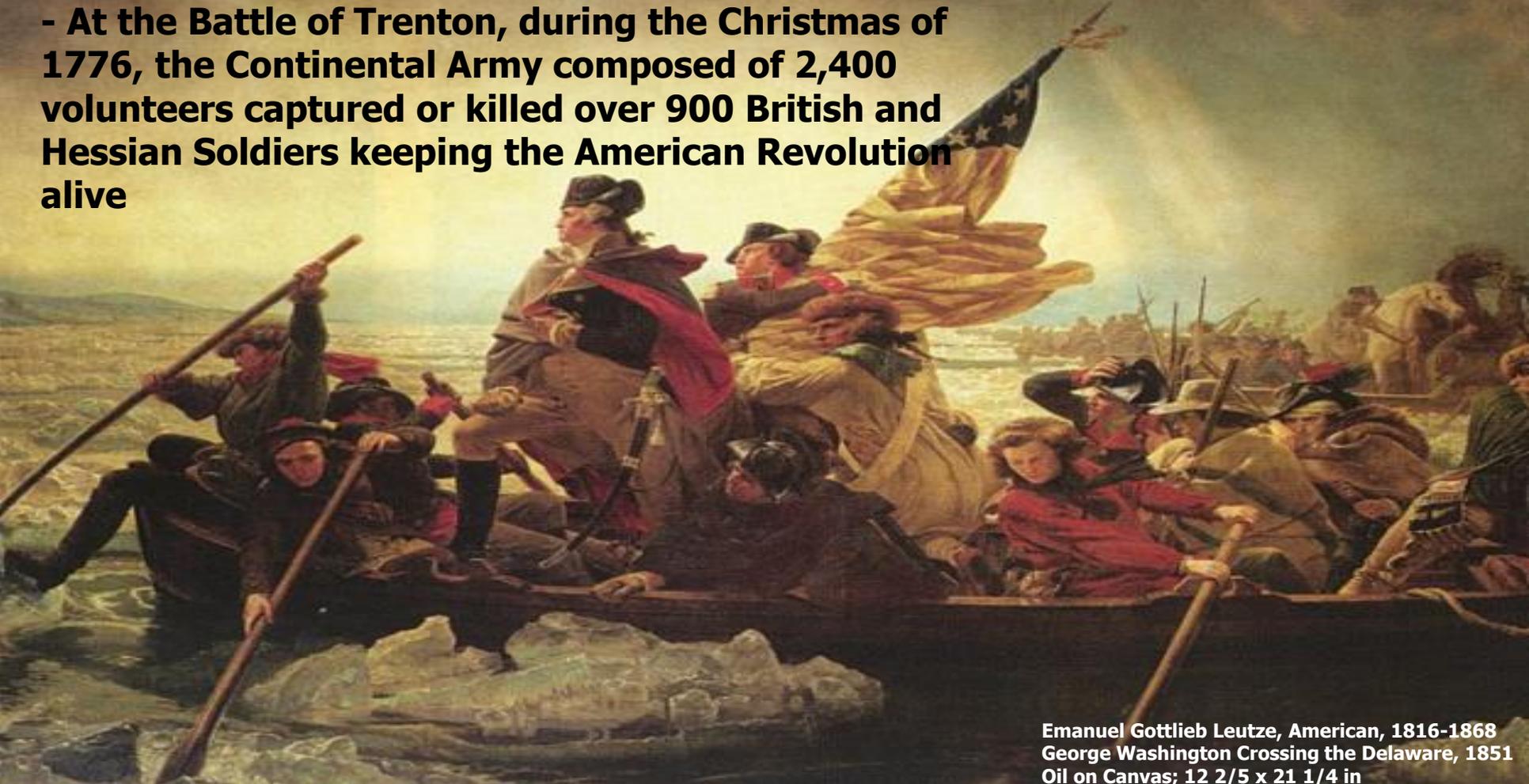




Washington's Crossing of the Delaware

- At the Battle of Trenton, during the Christmas of 1776, the Continental Army composed of 2,400 volunteers captured or killed over 900 British and Hessian Soldiers keeping the American Revolution alive



Emanuel Gottlieb Leutze, American, 1816-1868
George Washington Crossing the Delaware, 1851
Oil on Canvas: 12 2/5 x 21 1/4 in

*To be Born
FREE
is an ACCIDENT*



*To Live FREE
is a PRIVILEGE*

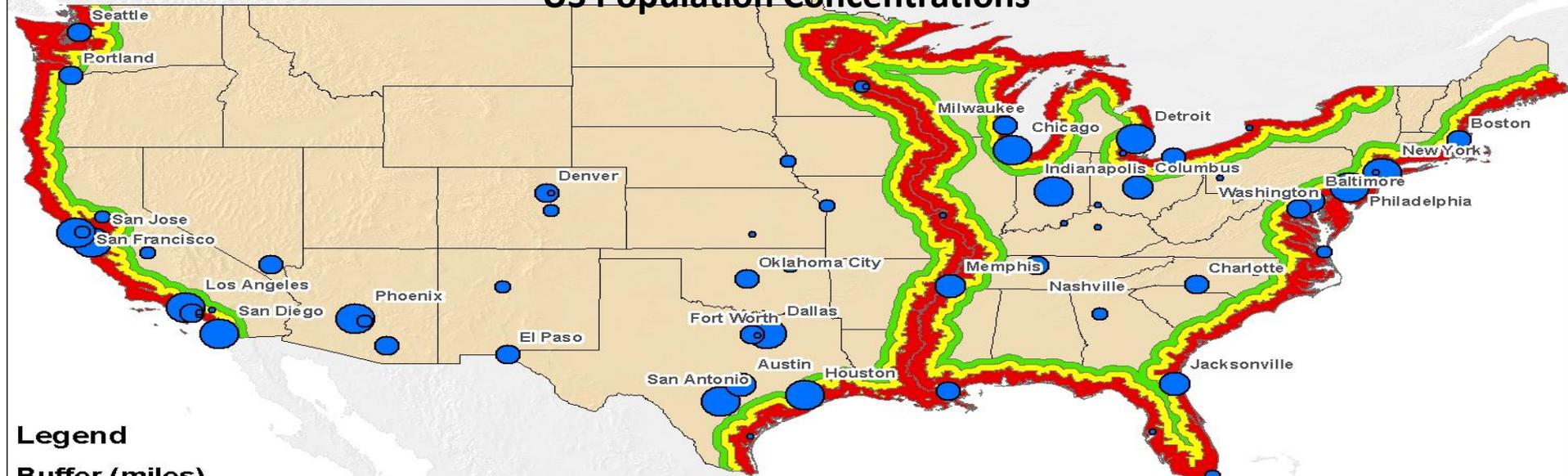


*To Die FREE
is a Responsibility*





US Population Concentrations

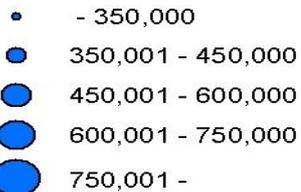


Legend

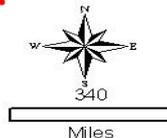
**Buffer (miles)
distance**



**Large Cities (National)
POP 2000**



42% of US Population Lives within 20 miles of Ocean Coastline, Mississippi River & Great Lakes – a “target rich” environment!



Data based on 2003 US Census Data

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Decision Superiority

▶ *See First*

▶ *Understand First*

▶ *Act First*

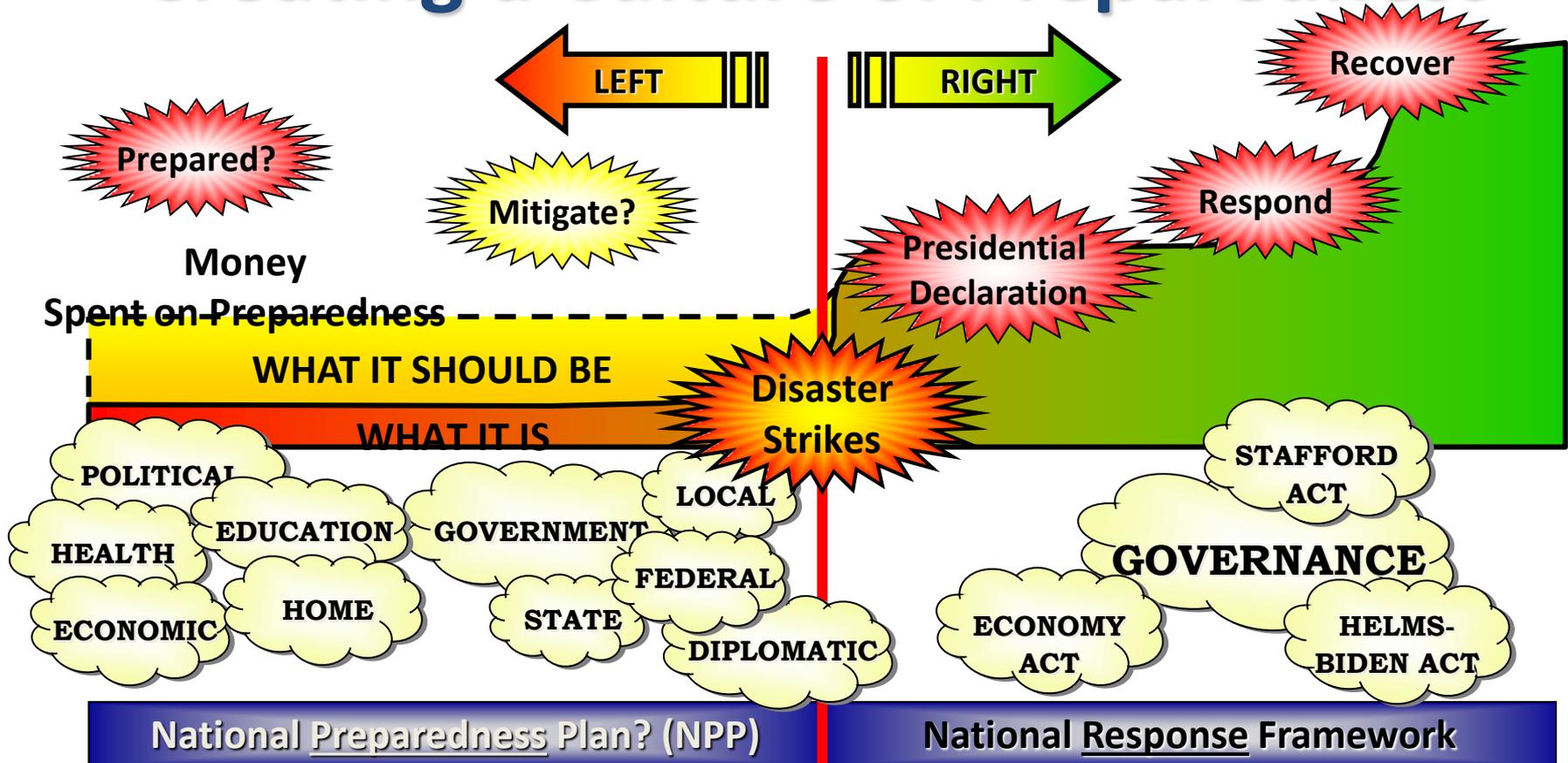
Who

ELSE

Needs to Know?



Creating a Culture of Preparedness



Battle Drill: React to MEDIA Contact

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1. Don't lie. Tell the truth.
 2. If you don't want to hear it or read it, don't say it or do it.
 3. Give media access 0500-2400. Set aside at least 20-30 minutes a day for interviews. Be prepared for unexpected.
 4. Purpose: To provide information to the public. The American people have a right to know.
 5. Talk about what you KNOW, not about what you THINK.
 6. Don't answer "How do you feel about...?" questions. Focus on mission. Think about answers.
 7. Interject humor with caution. Watch timing based on situation.
 8. It's about "US" not "ME."
 9. The Army is an outdoor sport. Do interviews outside in an operational environment.
 10. Have your public affairs officer keep you posted on your boss's and your boss's boss's quotes.
 11. Figure out your daily top 3 priorities of work and talk about them.
 12. Get satellite radio and listen to national news a few times a day.
 13. Don't be part of a public investigation. Don't let reporters act like prosecutors.
 14. Build business relationships with reporters. Drink coffee, eat with them, let them get to know you.
 15. Be yourself.
 16. Don't read any damn prepared remarks.
 17. Don't do politics – focus on your mission. Don't compliment or criticize political leaders.
 18. Use your staff to see first, understand first, act first
-
-

Leadership During Disaster

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1. Arriving on the scene of a disaster – you must be the calm in the storm.
 2. Work through the chaos and confusion – don't add to it.
 3. Can't do everything at once – establish a Priority of Work.
 4. Look for quick wins.
 5. In a disaster, you are the priority – if you ask for it, you'll get it.
 6. Need decision superiority – See first, Understand first, Act first.
 7. Collaboration is key – everyone has a boss – unity of effort, not unity of command.
 8. Who else needs to know?
 9. Public information critical in a disaster situation – poor communications.
 10. Must give the media access – if you're not speaking, someone else will speak for you.
 11. Stay connected with those responsible – Mayor, Governor, President, Military Leadership.
 12. Track what the key leaders are saying so there are no contradictions.
 13. Deal with the misinformation put out by others.
 14. Real art of leadership is getting people to follow you willingly.
 15. Your audio and video have to match, do what you say
 16. Leaders cannot be observers, you must be a player.
 17. Leader takes responsibility for what happens – good, bad, or ugly.
 18. Don't play the blame game.
 19. Do not allow the media to interrogate you.
-
-



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The Sunshine Patriot

THESE are the times that try men's souls.
The summer soldier and the sunshine patriot
will, in this crisis, shrink from the service of
their country; but he that stands it now, deserves the love and
thanks of man and woman.
Tyranny, like hell, is not easily conquered; yet we have this
consolation with us, that the harder the conflict, the more
glorious the triumph.
What we obtain too cheap, we esteem too lightly: it is dearness
only that gives every thing its value.
Heaven knows how to put a proper price upon its goods; and it
would be strange indeed if so celestial an article as **FREEDOM**
should not be highly rated.

Thomas Paine
December 23, 1776

Prayer of Saint Francis

Lord, make me an instrument of Your peace.
Where there is hatred, let me sow love;
where there is injury, pardon;
where there is doubt, faith;
where there is despair, hope;
where there is darkness, light;
and where there is sadness, joy.
O, Divine Master, grant that I may not
so much seek to be consoled as to console;
to be understood as to understand;
to be loved as to love;
for it is in giving that we receive;
it is in pardoning that we are pardoned; and
it is in dying that we are born to eternal life.

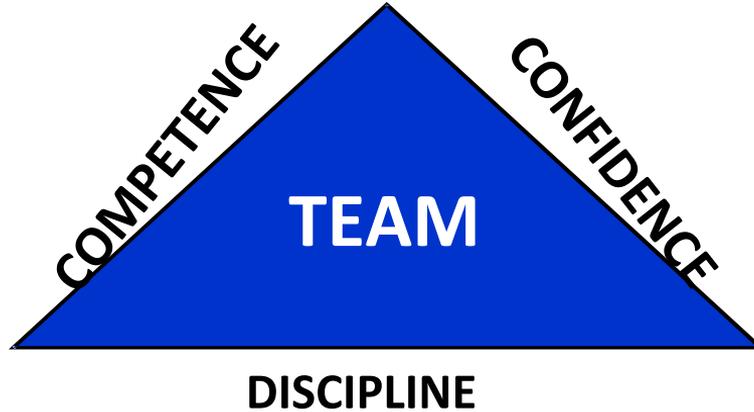
Top Five Challenges for 2024

1. Poverty/Hunger in less developed nations
 2. Dependence on fossil fuels
 3. Protect the environment and preserve our natural resources
 4. Infectious Diseases (HIV/AIDS, Avian Flu, Mad Cow, etc.)
 5. Religious, Political & Ethnic intolerance throughout the world
-

Leadership: Lessons from Geese



MODEL OF EXCELLENCE



Competence (skill, knowledge, and ability) gives Soldiers confidence to be great Warriors, based on solid individual, leader and unit discipline. Creates high unit morale and Esprit de Corps.



