

THE MID MICHIGAN REGIONAL BUSINESS EXPO PRESENTS
PREMIER LUNCHEON SPEAKER – General Russel L. Honoré (Ret.)
Understand First, Act First: Leadership and Preparedness in the 21st Century

Sponsored by Covenant HealthCare

Tuesday, May 6, 2008 at Curtiss Hall, Saginaw Valley State University



When Hurricane Katrina struck New Orleans in 2005, the devastation was more than anyone could have imagined. Images of the city drowning in the waters of the Mississippi and Lake Pontchartrain and of the dire conditions at the Louisiana Superdome and Convention Center showed the world that the United States was ill-equipped and unprepared to deal with a natural disaster of such epic proportions. In spite of questionable leadership on many levels, one leader undeniably changed the course of the disaster: Three-star General Russel L. Honoré, the commanding general of Joint Task Force Katrina.

A native of Lakeland, Louisiana, Honoré, the "Category 5 General," swept into New Orleans, surveyed the destruction and took charge, bringing the city back under control and starting the long process of putting it back together.

With a trademark swagger and commanding personality, Honoré is a no-nonsense career soldier who always speaks his mind. While in charge of the entire Army east of the Mississippi, he brought leadership to New Orleans, reminding soldiers to lower their weapons and help those in need, creating a more positive atmosphere as rebuilding began.

Since his command of Joint Task Force Katrina, Honoré has brought the lessons of Katrina to organizations around the country. An expert on preparedness and responding to catastrophe, he offers insights into protecting people and organizations, outlining the principles necessary to lead through unexpected and uncontrollable crises.

Honoré's lengthy career has taken him around the world, from Korea to Germany and the entire United States. He has many awards and distinctions, including the Defense Distinguished Service Medal, the Defense Superior Service Medal, the Legion of Merit, and a Bronze Star, among others.

With his commanding presence and charming Creole personality, he delivers a message essential to leaders operating in the "new normal" - a world where unpredictability and volatility are ever present. An authority of getting things done, he shares personal leadership principles from his 37-year career and the lessons gleaned from the front lines of the Katrina relief efforts. Demonstrating how to protect your family, business, finances, and future, Honoré prescribes preparedness as the key to preserving America for the next generation.

Sponsored by **Covenant HealthCare**, General Russel L. Honoré will speak to an estimated audience of 450 people during the Business Expo Luncheon. The Mid Michigan Regional Business Expo will be held the same day at the Ryder Center, SVSU, from 1-6 p.m. Cost to attend the luncheon is \$45 and **reservations should be received by April 21st**. You will receive complimentary Expo Tickets at the luncheon.

Please note that the luncheon is once again starting early, to allow maximum time for our speaker. The doors will open at 10:45 a.m. and lunch will be served promptly at 11:00 a.m. The event will end about 12:40 p.m., to allow exhibitors time to get back to the Ryder Center for the 1:00 p.m. opening of the Expo.

Covenant HealthCare has a track record of sponsoring engaging, informative and entertaining speakers. Don't miss this great speaker!

-----**ORDER FORM**-----

Covenant HealthCare Presents Gen. Russel Honoré

Leadership: Building a Culture of Preparedness - Curtiss Hall, SVSU May 6, 2008

Doors open at 10:45 A.M., Lunch served at 11:00 A.M.

Lunch Tickets \$45 each x Quantity = Total due \$ _____.

COMPANY NAME: _____

CONTACT PERSON: _____ TITLE: _____

ADDRESS: _____ CITY/ST/ZIP: _____

PHONE: (_____) _____

Payment in Full required to reserve your tickets.

Please make your check payable to the Mid Michigan Regional Business Expo or enter charge card information below.

Charge Card payment – card using: Visa Mastercard American Express Discover

Print Name as it appears on card:

Name: _____

Credit Card # _____ Expires: ____/____/____

Signature: _____

Ticket orders due by April 21, 2008. Please mail your form & payment to:
Saginaw County Chamber of Commerce 515 N. Washington Ave., 2nd Floor Saginaw MI 48607
Orders with credit card payments can be faxed to the Saginaw Chamber at (989) 752-9055

TICKETS WILL BE MAILED TO THE ADDRESS ABOVE APPROXIMATELY 10 DAYS BEFORE THE LUNCHEON.