



# 2015 BRADLEY PRIZES

## NOMINATION FORM

Deadline for Submission:  
February 6, 2015

### Submitted by:

Name:

Organization:

Title:

Address:

Phone:

City, State, Zip:

Facsimile:

E-mail:

### Submitted to:

Michael W. Grebe  
President and CEO  
The Lynde and Harry Bradley Foundation, Inc.  
1241 North Franklin Place  
Milwaukee, WI 53202-2901

Nominations may be e-mailed to  
[rkrebs@bradleyfdn.org](mailto:rkrebs@bradleyfdn.org), provided all  
information requested on this form is included.

For additional information about the Bradley Prizes nominations contact Dianne Sehler at The Lynde and Harry Bradley Foundation. Mrs. Sehler can be reached at 414.291.9915 or via e-mail at [dsehler@bradleyfdn.org](mailto:dsehler@bradleyfdn.org).

**NOMINEE INFORMATION:**

Name:

Title:

Department:

Organization:

Address:

City, State, Zip:

Phone:

Facsimile:

E-mail:

**NOMINEE'S AREA OF EXPERTISE***Select from the following list:*

- ☐ Academia
- ☐ Civic Renewal & Responsibility
- ☐ Civil Rights & Society
- ☐ Conservative Thought
- ☐ Culture
- ☐ Defense & National Security
- ☐ Economics
- ☐ Education Reform
- ☐ Family Values
- ☐ Foreign Affairs
- ☐ Human Rights
- ☐ Journalism
- ☐ Law
- ☐ Philanthropy
- ☐ Religion & Society
- ☐ Social Security Reform
- ☐ Tax Reform
- ☐ Welfare Reform

**PLEASE ATTACH A STATEMENT OF NOMINATION SUMMARIZING THE NOMINEE'S CREDENTIALS IN 250 WORDS OR LESS**, limiting your additional supporting documentation to a CV, resume or biographical sketch.

**REFERENCES:** Each nomination must be accompanied by two references able to speak on behalf of the nominee's credentials and background, if necessary. Please provide contact information here.

Name:

Title:

Organization:

Address:

City, State, Zip:

Phone:

Facsimile:

E-mail:

Name:

Title:

Organization:

Address:

City, State, Zip

Phone:

Facsimile:

E-mail:

# Nomination of Norman Augustine for a Bradley Prize

Norm Augustine is a national treasure. He “retired” from professional employment 18 years ago. His retirement has been a priceless trove of volunteered leadership activities that have made uniquely positive, indelible contributions.

Following his MS from Princeton in 1959, he rose quickly as an industrial aerospace leader. He retired as CEO of Lockheed Martin in 1997. See his appended short biography. What he has accomplished during retirement is a remarkable story.

Augustine has served as Chairman of the American Red Cross, President of the Boy Scouts of America, and other pro bono contributions to organizations near the heart of this nation. He has led three singular National Academy and American Academy of Arts and Sciences studies characterizing challenges to America’s world leadership and proposed cogent strategies to meet these challenges. These reports summarize the results:

1. [Rising Above the Gathering Storm \(2007\)](#)
2. [Rising Above the Gathering Storm, Revisited: Rapidly Approaching Category 5 \(2010\)](#)
3. [Restoring the Foundation: The Vital Role of Research in Preserving the American Dream \(2014\)](#)

Through these studies, and his incessant lecturing and writing of op-ed pieces, he makes clarion calls to address the United States of America’s:

- competitiveness
- defense posture
- manufacturing
- investments in research & innovation
- challenges in education

He has led nationally distinguished panels for each of these landmark studies. His leadership and burning desire to make a difference resulted in no-holds-barred evaluations and recommendations. He has elevated the national debate and provided well-considered approaches to address these critical challenges.

For his remarkable achievements through impactful volunteer service, I nominate Norman R. Augustine for a 2015 Bradley Prize. This recognition could not possibly go to a more deserving American.

*John L. Junkins*



# Norman R. Augustine

## Brief Biography

### This Leader In Brief

**Full professional name:** Norman Ralph Augustine

**Current position:** Volunteer

**Birthplace:** Denver, CO

**Highest degree:** M.S.E., Princeton University, 1959, Aeronautical Engineering

**Major career highlights:** Douglas Aircraft 1958–1965 reaching Chief Engineer; Assistant Director, Defense Research and Engineering, Office of the Secretary of Defense, 1965–1970; Vice President, LTV Aerospace, 1970–1973; Assistant Secretary of the Army (R&D), 1973–1975; Under Secretary of the Army, 1975–1977; with Martin Marietta Corp., which in 1995 became Lockheed Martin Corp., 1977–1997, became President, then Chairman and CEO; Chairman, American Red Cross, 1991–2001; National President, Boy Scouts of America (1994–1996).  
**Board memberships:** Black and Decker (1997–2010), Lockheed-Martin (1986–2005), Conoco-Phillips (1989–2006), and Proctor and Gamble (1989–2007).

**Honors:** Twenty-nine honorary doctorates; awards, including the National Medal of Technology by President Clinton (1997); Distinguished Public Service Award of the Joint Chiefs of Staff (2000); Distinguished Civilian Service Medal (the Department of Defense's highest civilian decoration) five times; the NASA Distinguished Public Service Medal (1997); elected to Eagle Scout Hall of Fame, 1998.

**Greatest accomplishments:** "Helping raise a wonderful family, traveling in 111 nations, and standing on both the North and South Poles."

**Books published:** *Augustine's Laws*, 1986; *The Defense Revolution* (with Kenneth L. Adelman), 1990; *Augustine's Travels*, 1997; *Shakespeare in Charge* (with Adelman), 1999.

**Family:** Wife Margareta Engman of Sweden (married 51 years); son Gregory E. (deceased) and daughter René I.



**Hobbies:** Hiking, tennis, photography, woodworking, writing, reading, stamp collecting, "building fancy dollhouses from scratch," and spending time with grandchildren.

**Favorite books:** "I love biography and history, but I hate science fiction." Favorites include *The Count of Monte Cristo* by Alexandre Dumas; *The Rise and Fall of the Third Reich* by William L. Shirer; Winston Churchill's books on history; Scot Turow's legal thrillers; *The Code Breakers* by David Kahn.

**Personal motto:** "Motivation will beat mere talent almost every time."

**If you could do one thing over:** "I'd be less cautious. You can do a lot more than you think you can. You've got to be willing to fail, and I was too often afraid to fail."

*Norman R. Augustine*