



# CARL LARSON

## MILITARY GUEST EXPERT

**PRESS KIT**



# CONTENTS

## Carl Larson



What Americans need to know about the next generation of warfare being developed in Ukraine and its implications for US national defense, international relations and the future of humanity.

### **About Carl**

### **Carl Speaks**

### **TV Show Segment Topics:**

- WHY AMERICANS SHOULD CARE ABOUT UKRAINE
- DRONES: A NEW FORM OF WARFARE
- WHAT WE DON'T HEAR IN THE US MEDIA ABOUT UKRAINE

### **Upcoming book: Called to Arms**

### **Related Speakers**

### **Ukraine Defense Support**

### **Contact**



**CARL LARSON**

# **CITIZEN, SOLDIER, AMERICAN**

**SOME CAUSES ARE GREATER THAN COMFORT, MONEY OR SAFETY. SOME FIGHTS CANNOT BE AVOIDED**

**Carl Larson is a U.S. Army veteran who also served in the Ukrainian military at the front lines in eastern Ukraine in 2022. After six months in Ukraine, he returned home and now leads a nonprofit that supplies non-lethal aid for Ukraine's military, including drones, night vision and vehicles.**

**Carl is the author of several guides on how to buy drones, vehicles and night vision for Ukraine's military, and has been interviewed for News Nation, Deutsche Welle, Voice of America, Recoil Magazine, Seattle Times, KUOW, King5 and other media outlets.**

**In his upcoming book Called to Arms, Carl shares the surreal experience of abruptly shifting from a comfortable civilian life into the filthy, dangerous, psychologically destructive life at the front lines in Eastern Ukraine, and what he learned during the experience.**

**Bringing authenticity that only comes from months spent at the front lines, Carl shares gripping stories of what he and his International Legion unit experienced in Ukraine. These experiences have led to unyielding conviction that Ukraine's defense is America's security, and that this far-away conflict has direct impact on everyday Americans' lives.**

## **AREAS OF EXPERTISE**

**DRONE WARFARE**

**US PERCEPTIONS OF UKRAINE**

**FOREIGN MILITARY SERVICE**

**MILITARY APPROPRIATIONS**

**NATO VS POST-SOVIET CONFLICT**

**WAR ZONE PSYCHOLOGY**

**US NATIONAL SECURITY**

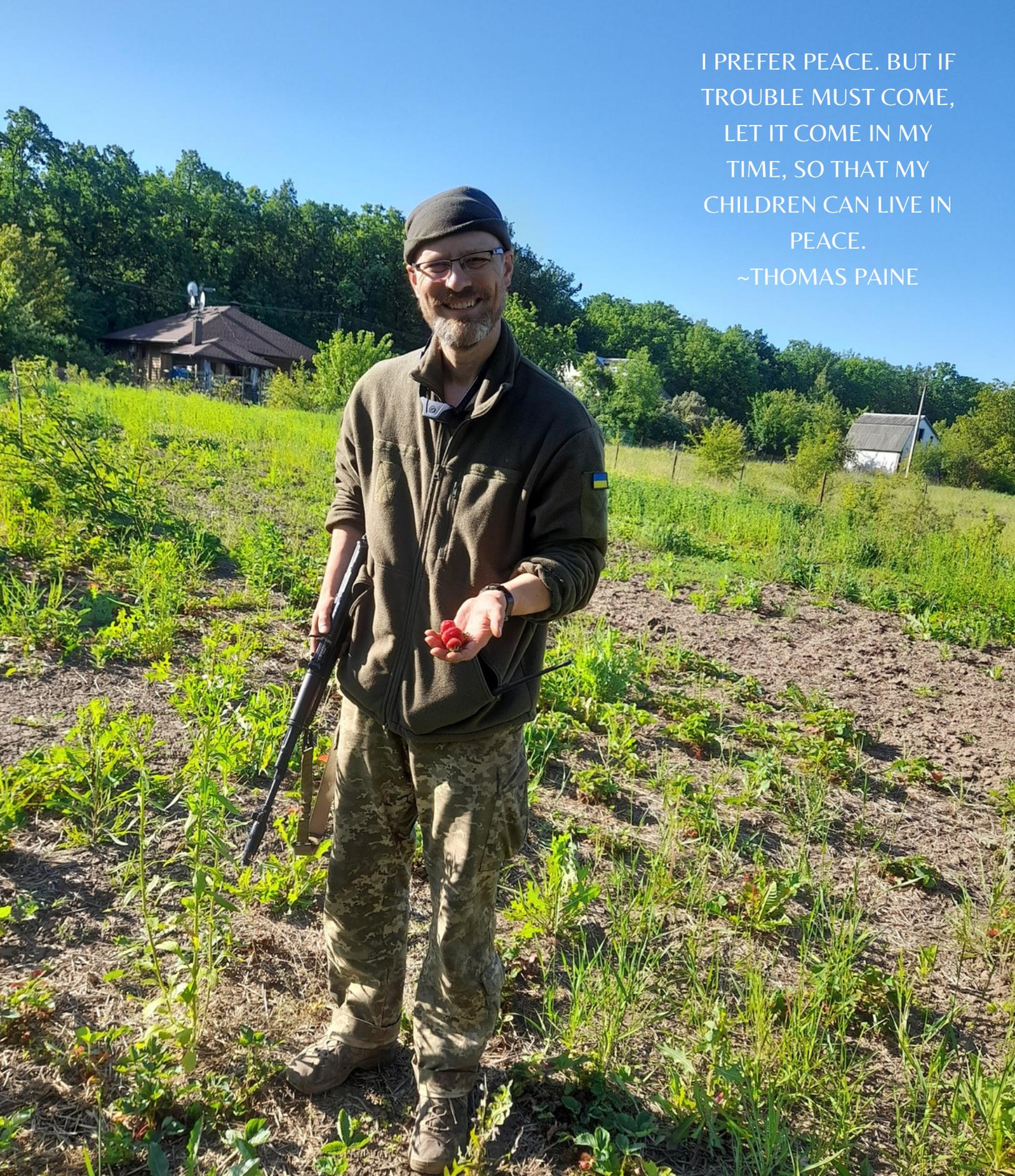
**EXTREME STRESS MITIGATION**

**WAGNER GROUP/PMCS**

**OVERCOMING PTSD**

**ELECTRONIC WARFARE**

**VOLUNTEER OPPORTUNITIES**



I PREFER PEACE. BUT IF  
TROUBLE MUST COME,  
LET IT COME IN MY  
TIME, SO THAT MY  
CHILDREN CAN LIVE IN  
PEACE.  
~THOMAS PAINE

AS FEATURED IN



# CARL LARSON

INSPIRATIONAL SPEAKER  
THOUGHT LEADER  
US AND UKRAINE VETERAN  
AMERICAN PATRIOT



AS FEATURED IN **NEWSNATION** **VICE NEWS** **THE WEEK** **DW** Deutsche Welle **RadioFreeEurope** Radio Liberty

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Carl "Grinch" Larson is an American civilian who joined the International Legion and was thrust into the surreal, impossibly stressful environment of frontline combat service shortly after the 2022 Russian invasion of Ukraine.

Join Grinch for a thought-provoking talk in which he lays out the real situation on the front lines in the war, shares a few humorous and horrifying stories, educates on what it's like to be a Ukrainian soldier vs an American one, explains why Ukraine in 2022 is like Czechoslovakia in 1938, and offers several innovative and easy ways that ordinary Americans can help turn the tide in Ukraine's fight for freedom.

## CARL'S TOP KEYNOTES



### WHAT TO KNOW ABOUT UKRAINE

#### ■ Why Should Americans Care about Ukraine?

Hear why Russia's unprovoked invasion of Ukraine in February 2022 has laid bare Russia's endless aggression against western democracies.

#### ■ Drone Warfare; The End of America's Security?

Drone warfare has upended traditional estimates of military power. Learn how Ukraine's innovations against Russia's military affects America's national security

#### ■ What We Don't Hear in the US Media About Ukraine

The average Ukrainian faces difficulties and hazards unimaginable to most Americans. Simple life activities such as grocery shopping or visiting family can lead to catastrophe. Learn the reality of life in a war-torn country and at the front lines.

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## CONTACT

## SPEAKING TOPICS



**WHY AMERICANS SHOULD CARE ABOUT UKRAINE**



**DRONE WARFARE: THE END OF AMERICA'S SECURITY?**



**WHAT WE DON'T HEAR IN THE US MEDIA ABOUT UKRAINE**



**LIFE FOR AMERICANS AT THE FRONT LINES**



**WHAT US POLITICIANS GET WRONG ABOUT UKRAINE**



**HOW THE AVERAGE AMERICAN CAN GET INVOLVED**

# Why Should Americans care about Ukraine?

Russia's invasion of Ukraine in February 2022 has laid bare Russia's endless aggression against western democracies. But why should Americans care about a far-off war in Russia's backyard?

AMERICAN  
VALUES



LARSON AND FELLOW INTERNATIONAL SOLDIER

It's in the US national interest to support Ukraine.

♥ A new authoritarian alliance is taking shape between Russia, China, North Korea, Iran, Hamas, Venezuela and other malicious states and entities. It's essential that western democracies also band together, to counter this new menace.

♥ By invading Ukraine, Russia destroyed the carefully constructed post-WW II international order that forbade invading and annexing other countries. This critical agreement has generally held across Europe since 1945. Authoritarian countries around the globe are looking to see if Russia will "get away with it". If Russia wins, the US will end up playing whack-a-mole trying to stop endless invasions and bloodshed around the world.

♥ A free Ukraine is essential for US national security. If Russia takes over Ukraine, Putin will menace all neighboring countries. Small, vulnerable Latvia, Romania and others would likely be next if Russia is not contained. Allowing Russian bases in Western Ukraine next to Poland, Romania and other countries would result in an enormous and expensive build-up of NATO forces along Ukraine's western border not seen since the 1980s. Stealth jets and other limited quantity weapons systems would need to be moved away from Taiwan to Europe, thus depriving Taiwan of protection.

♥ A victorious, secure Ukraine would save American lives and American tax dollars.

♥ A strong Ukraine helps deter Russia, Iran, North Korea and China against aggressive moves against their neighbors, especially by China against Taiwan, decreasing the need for expensive and vulnerable US forces to be deployed nearby and decreasing the likelihood of a catastrophic war.

DID YOU KNOW?  
THOUSANDS  
OF U.S.  
VETERANS  
ARE  
CURRENTLY  
DEFENDING  
FREEDOM IN  
UKRAINE?



# AMERICAN VALUES

## CONT'D

→ US aid to Ukraine as of early 2024 from Feb 2022 amounts to \$44 billion, or 5 cents on every US defense dollar. This is a very effective investment against the loss of much more blood and treasure. US aid is carefully monitored and audited for proper delivery and usage. The vast majority is also spent within the US.

→ The bigger question to remember is - what are America's values? This is a clear case of right versus wrong. Supporting Ukraine in 2024 is as much a moral imperative as supporting Britain in 1940 was. Helping a free people defend their freedom is simply the right thing to do.

→ Throwing Ukraine to Russia's wolves would send a shock wave signal to all allies that American might is crumbling, American promises are worthless and America's days as leader of the free world are numbered.

→ This is a war Ukraine, with America's support, can win. Unlike America's past two "Endless Wars" in Iraq and Afghanistan, Ukraine's educated, industrious people yearn to join the west as a modern democracy. America can and must be on the right side of history by assisting these brave people in their fight for self-determination.

→ America stands up for what's right in the world. We don't back down from threatening bullies, and we do not abandon our friends.





# DRONE WARFARE: THE END OF AMERICA'S SECURITY?

Drone warfare has upended traditional estimates of military power. Ukraine's existential struggle against Russia's invasion has heralded a brand-new way of war. Drones especially are changing established tactics. The massive effect of cheap drone swarms has major implications for America's defense. America's safety depends on the new technological innovations rapidly developed on Ukrainian battlefields.



## SPEAKING POINTS

- The future of warfare depends on cheap drones. "Kamikaze" drones cost \$500 and can easily destroy a \$1.5 million dollar tank.
- For the first time in history, drones are destroying more vehicles and positions than artillery
- Drones have halted Ukraine's ability to break through Russian defenses
- Drones remove the ability of soldiers to function outside, dramatically changing age-old military tactics
- Ukraine's chief soldier stated in an article in The Economist that the war will be decided by technological advances, that both sides are racing toward.
- Russia has had a huge advantage for decades in Electronic Warfare (EW) systems. Russian EW systems can easily track Ukrainian radios, cell phones and especially drones, and they can also often jam them.

# DRONE WARFARE: THE END OF AMERICA'S SECURITY?

## SPEAKING POINTS

Contd.

- Ukraine loses an estimated 10,000 drones a month, according to the Royal United Services Institute, a British security think tank. Most are reconnaissance drones that are disabled by the use of anti-drone jammers
- Russia has leaned heavily into drone production, with Putin investing \$20 Billion to Ukraine's \$540 million. Russia has built a huge factory near Moscow that is producing large suicide drones in numbers orders of magnitude larger than the 2400 drones that Iran has provided to Russia. Russia set a goal of training 10,000 drone pilots per year.
- American defense planners are not delivering what Ukraine truly needs: vast numbers of cheap drones and anti-drone systems
- Autocratic powers such as Iran, Russia, North Korea, China and Hamas will likely use cheap drones to overcome the defenses of democracies. Chinese factories could rapidly be repurposed to churn out millions of armed kamikaze drones, decimating Taiwan's formidable defense forces and sinking any U.S. Navy ships that intervene.
- Cheap drones negate America's qualitative advantage in combat
- While U.S. troops have small man-portable drones such as the Switchblade, there is no comparable "blanket" of EW-resistant reconnaissance drones available at the lowest squad level. U.S. soldiers have just started training with reconnaissance drones and are far behind the hard-won expertise of Ukrainian forces.
- U.S. Department of Defense efforts to identify and supply effective EW systems to U.S. soldiers have been halting and underfunded. Stopping a swarm of thousands of Chinese drones would be very difficult for an American aircraft carrier equipped to face traditional missile and ship-based threats.



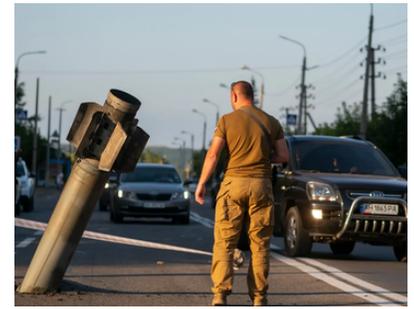
### DID YOU KNOW?

FPV suicide drones are now more dangerous than artillery



# WHAT WE DON'T HEAR IN THE US MEDIA ABOUT UKRAINE

The average Ukrainian faces difficulties and hazards unimaginable to most Americans. Simple life activities such as grocery shopping or visiting family can lead to catastrophe.



The situation for front-line Ukrainian soldiers is even more unimaginable. International news media attempts to share this shocking situation but the reality of life under occupation and daily attack are inconceivable for most people outside of Ukraine.

## SPEAKING POINTS

- Civilians in Ukraine live a difficult, anxious life. All citizens have been negatively affected.
- Anxiety is constant and sometimes overwhelming, especially when family and friends are near bombings.
- Residents of cities have to shelter from increasing bomb attacks. Often without heating or supplies. In Kyiv attack warnings come 5x per week. Men cannot leave the country and are increasingly likely to be drafted.
- All schools have bomb shelters but the experience often gives children PTSD (1)
- Economic opportunity is limited. Inflation and unemployment are concerning. Travel is made unpleasant by the checkpoints and bombings
- Ukraine's military is severely under-equipped. The country's military ballooned from 200,000 soldiers pre-invasion to just under 1 million in late 2022 and does not have enough basic equipment such as armor and first aid kits for all front-line soldiers, let alone enough advanced equipment considered standard by NATO armies such as night vision and vehicles.

## REFERENCES

1. [www.apnews.com/article/ukraine-war-trauma-children-a2dafbd0433098ffd85d7402163d6b45](https://www.apnews.com/article/ukraine-war-trauma-children-a2dafbd0433098ffd85d7402163d6b45)

# WHAT WE DON'T HEAR IN THE US MEDIA ABOUT UKRAINE, CONTINUED

## SPEAKING POINTS

- While US and European military aid has helped, the assistance is nowhere near enough. Western militaries give far less support than what is needed. For example, the US sent 38 HIMARS weapons systems, while Ukraine has asked for 100 or more. The US gave 2000 Humvee light trucks (2), while Ukraine needs 50,000. 30,000 night vision optics were provided, instead of the 250,000 required to outfit every soldier fighting.
- While supplies have somewhat caught up to needs in 2023, the constant destruction of equipment and churn of personnel results in many Ukrainian soldiers without basics such as cold weather clothing, backpacks and tools, especially for National Guard and Territorial Defense soldiers from poor regions.
- These sorts of urgent equipment needs are being filled by vast numbers of civilian groups that have sprung up to fill in the gaps. Ordinary Americans, Brits, Germans and Taiwanese are crowdfunding and sending drones, night vision, winter clothes and medical supplies to specific units.(3)
- Volunteers for Ukraine from anywhere - In addition to donations, thousands of groups allow ordinary Americans to volunteer from home to help keep Ukraine free.
- Tens of thousands of Americans work to deliver military equipment to the troops, while many others focus on advocacy efforts to encourage the US government to better support Ukraine, often through the American Coalition for Ukraine (4).
- The defense of Ukraine is the first time in history that a country at war can be so directly assisted by overseas remote volunteers.
- This is very much a drone war. Everyday life of soldiers is regulated by the overwhelming need to hide from overhead enemy drones.
- Every offensive action is preceded by intensive drone surveillance. Increasingly ingenious tactics are being used by both sides to hide, especially from thermal equipped drones.
- The recent introduction of large numbers of FPV (First Person View) "kamikaze" drones has changed the nature of warfare, with expensive vehicles often destroyed for the cost of a few \$500 drones. The result has been a freezing of both sides' positions with less opportunities for a breakthrough.

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3 [www.csmonitor.com/World/Europe/2023/0403/From-citizens-pockets-to-soldiers-hands-Ukraine-s-crowdfunded-war](https://www.csmonitor.com/World/Europe/2023/0403/From-citizens-pockets-to-soldiers-hands-Ukraine-s-crowdfunded-war)

4 [www.americancoalitionforukraine.org/](https://www.americancoalitionforukraine.org/)



## CARL LARSON, U.S. ARMY AND UKRAINIAN MILITARY VETERAN

Carl Larson is a U.S. Army veteran who also served in the Ukrainian military at the front lines in eastern Ukraine in 2022. After six months in Ukraine he returned home and now coordinates purchases and logistics for non-lethal aid to Ukraine's military for Ukraine Defense Support, including drones, night vision and vehicles. Carl is the author of several guides on how to buy drones, vehicles and night vision for Ukraine's military, and has been interviewed for News Nation, Deutsche Welle, Voice of America, Recoil Magazine, Seattle Times, KUOW, King5 and others. In his upcoming book Called to Arms, Carl shares the surreal experience of abruptly shifting from a comfortable civilian environment into the filthy, dangerous, psychologically destructive life at the front lines and what he learned during the experience.

**ON-CAMERA GUEST EXPERT**

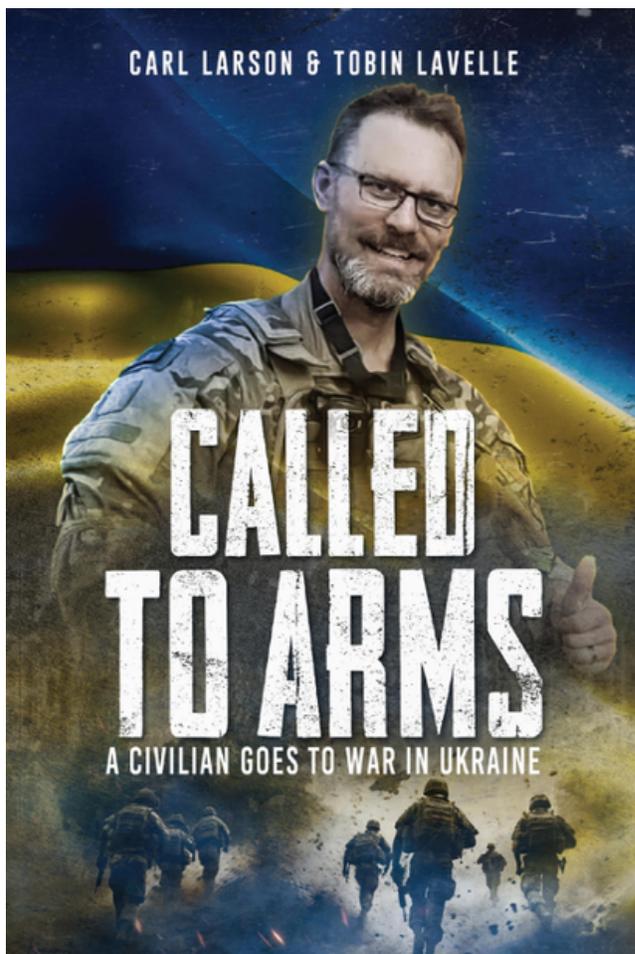
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**AMERICANS  
STAND FOR  
WHAT'S  
RIGHT**



# UPCOMING BOOK CALLED TO ARMS



The upcoming ripped-from-the headlines biography of five Americans who served in Ukraine's military

## AUTHORS BIOS

- **Carl "Grinch" Larson**, civilian U.S. Army veteran required to dust off 20-year old military skills at the front lines in Eastern Ukraine. Desperate to keep his men alive in a surreal, chaotic and overwhelmingly stressful environment, he bends the rules and pays the price.
- **Tobin "Doc" Lavelle** - A civilian medic with no military training gets swept up by a unit desperate for medical professionals, as he learns who and who not to trust with soldiers' lives.
- **Other Charlie 2 "Ork Hunter" international soldiers** describe the sudden unexpected hell they found themselves in, and why they dreaded hearing "This is not a NATO army".

# RELATED SPEAKER

# LINA NGO

## UKRAINIAN REFUGEE



Born in Kyiv, Lina escaped war-torn Ukraine in late 2022 to Seattle, USA. She's willing to recount her harrowing escape and ongoing saga to rescue family members.

## LINA'S BIO

- Lina was born in Kyiv to a Vietnamese immigrant family to Ukraine.
- She speaks four language (Vietnamese, Ukrainian, Russia and English) fluently.
- Attending Bellevue College in Washington State
- Although Lina's immediate family has fled war-torn Ukraine, she still works hard to get them to the U.S. and help other refugees.
- In addition to school and work, Lina finds time to fundraise for lifesaving equipment for the friends she left behind on the front lines in Ukraine

# ABOUT UKRAINE DEFENSE SUPPORT

Upon returning to Seattle from Ukraine in mid-2022, Carl co-founded Ukraine Defense Support to continue helping Ukraine defend its people and sovereignty against Russian aggression.



## OUR ACHIEVEMENTS

Provided over  
17 vehicles,  
mostly 4x4s



Provided  
7+  
generators



Fundraised  
over  
\$225,000  
USD

Met with  
US Senators  
and Reps  
about 3 bills



Educated  
thousands  
of  
Americans



## Support Ukraine's defenders!

We help Ukraine's  
military by:

- Encouraging Americans to get involved
  - Fundraising for critical equipment for the military
  - Encouraging the US government to better support Ukraine
- Raising public awareness about the importance of protecting Ukrainian democracy

[ukrainedefensesupport.org](http://ukrainedefensesupport.org)



Every thursday  
19:00  
at European  
Foods  
13520 Aurora Ave N,  
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- Закликаючи американців долучатися до підтримки України
- Збираючи кошти на тактичне спорядження для військових
- Закликаючи уряд США до більшої підтримки України
- Інформуючи про важливість ставати на захист української демократії

[victory@ukrainedefensesupport.org](mailto:victory@ukrainedefensesupport.org)

# CONTACT



Carl Larson is an experienced public speaker on radio, television and in person. He has spoken with journalists at various news outlets including NewsNation, Vice News, The Week, Radio Free Europe, Deutsche Welle (DW), Voice of America (VOI), KING5 News, KUOW Radio, The Seattle Times and others.

Contact Carl Larson through Los Angeles-based publicist Darice Fisher of The Publicity Lab.

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