

FAMILY, FRIENDS, and FREEDOM

The Triumphs of Roberto C. Goizueta

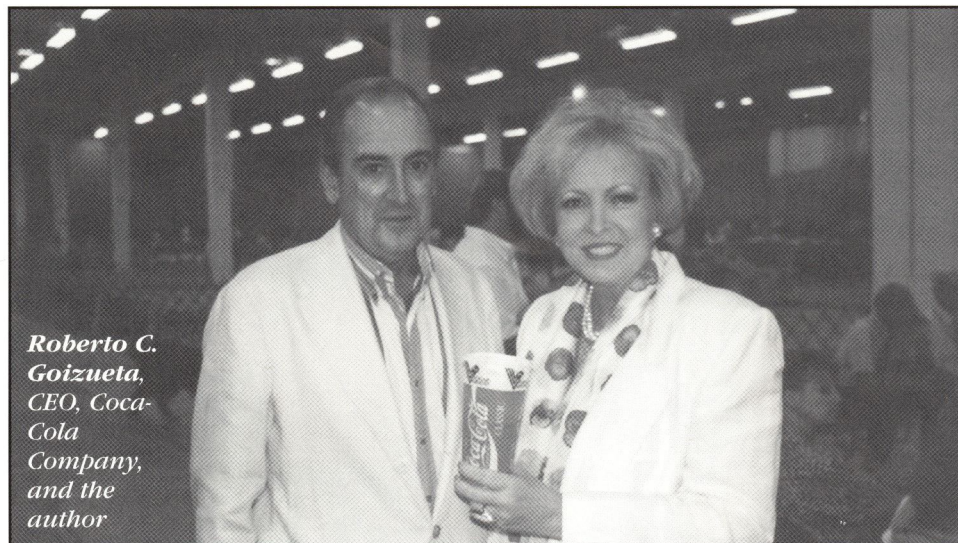
Last summer my husband, Jim, my son, Todd, and I returned home to Atlanta for a very special celebration.

Some of you oldtimers will remember that my first job as a young girl was working at the Georgia State Capitol for Governor Carl E. Sanders. Those were the good old days when there was dignity, respect and, yes, lots of fun associated with being in politics. Carl and Betty Sanders are without question the most special, attractive, and capable couple to ever grace the political arena. I love them! So it was a special thrill to be invited to the West Paces Ferry Road Governor's Mansion by Georgia Governor Zell Miller to celebrate the 70th birthday of Governor Sanders.

Arriving early for the Governor's birthday party, we had just enough spare time to run by the Lawrenceville Kennel Club Dog Show. Walking directly towards me in the parking lot was a strikingly attractive man I immediately recognized from seeing in the news. I extended my hand (not certain of the correct pronunciation of his name) and said, "Aren't you 'Mr. Coke'?" Flashing his fabulous smile, he humbly replied "I'm Roberto Goizueta."

Thus began a fascinating conversation and a new friendship.

Roberto C. Goizueta is the Chairman of the Board and Chief Executive Officer of the Coca-Cola Company. Like many of you he grew up involved in the dog world. His family's story, however, was complicated by a Communist dictator named Fidel Castro. This life of Roberto



Roberto C. Goizueta, CEO, Coca-Cola Company, and the author

Goizueta illustrates to us what the American Dream of freedom really means.

In a recent conversation with my former boss, Governor Carl Sanders, I asked his opinion of Mr. Goizueta. Governor Sanders replied.

"His presence and vision have caused Atlanta to become a great international city. He never seeks publicity but when he speaks people listen. Roberto Goizueta is the most influential businessman in Atlanta - our country - *the world.*"

These are meaningful comments coming from a man who himself is so accomplished.

The global growth of the Coca-Cola Company under the leadership of Roberto G. Goizueta is mind boggling. With his guidance the

Coca-Cola System has experienced the most dramatic increase in the company's history. Coca-Cola, the world's most recognized brand and the leading

soft drink, grew 425 million unit cases in 1995. Its overall worldwide volume grew eight percent. For a brand already 110 years old that is *staggering* new progress!

Atlantans are proud Southerners who use the name Coca-Cola in a reverent tone: "God - Mother - Country - Apple Pie and Coca-Cola." Being home to, according to *Fortune Magazine*, "America's most admired company" and the number one name brand product, *Coca-Cola*, gives us a bit of an empowering arrogance. (Did I mention we are also the home of the World Series Champion Atlanta Braves?! And please join us later this month for the 1996 Centennial Olympic Games. I am certainly not one to brag, you know.)

What makes up this man called "the world's most influential businessman"? One year ago on the Fourth of July at the West Lawn of Monticello, home of Thomas Jefferson, Mr. Goizueta revealed himself in a way no writer could. On this occasion sixty-seven people from twenty-six countries stood on the steps of Monticello and swore their allegiance to the United States as they took the oath of citizenship. As we plan our parades, picnics and fireworks to celebrate Independence Day on this 4th of July, I would like to share with you the speech made by your fellow dog fancier, Roberto Goizueta.



By Linda Ayers Turner Knorr

To page 184

Address to the new U.S. citizens

July 4, 1995, Monticello

by Keynote Speaker Roberto C. Goizueta

“Standing before you today - here in this hallowed place - I feel compelled to quote Thomas Jefferson himself who said, “speeches measured by the hour...die by the hour.

“I am also reminded of my wife’s frequent observation that no one ever comes away from listening to a speech saying, *‘that was great...but I wish it had been longer.’* So, in acknowledgment of the wisdom of Mr. Jefferson - as well as the insightfulness of Mrs. Goizueta - my message to you will be brief and to the point.

“I must start by recognizing the vision and determination of those of you who are to be naturalized today as citizens of this great country. For me, looking into your eyes this morning is like looking into a mirror...a mirror that takes me back twenty-six years...back to a hot, muggy day in 1969 at the Federal Building in Atlanta, Georgia.

“And in that mirror of your eyes, I see my *own* eyes...eyes focused on a solitary flag as I pledged allegiance to my new country...eyes wide with an immeasurable sense of anticipation, excitement, and opportunity...eyes

brightened with a deep sense of gratitude...and yes, eyes determined to remain dry despite the sobering knowledge of the tragic fate being forced on the Cuban People by a Communist regime.

“It is your vision of a better life that has brought you to this place today, and it is your decisiveness...as the masters of your own destiny...that has made this moment a reality.

“I congratulate you on this accomplishment. I salute you for your resolve. And I am indebted to you for providing me with this vivid reminder of one of the most significant days in my own history.

“Together, we share a truly magical gift...the magical gift of freedom...and with it, its corollary we refer to as ‘opportunity.’

“When my family and I came to this country, we had to leave everything

behind. Back in Havana, our family photographs hung on the walls. Our wedding gifts sat on the shelves. Every material property we owned *overnight* became government property. But amid that turmoil, two treasured possessions remained mine because they simply couldn’t be taken away by the newly arrived Cuban rulers.

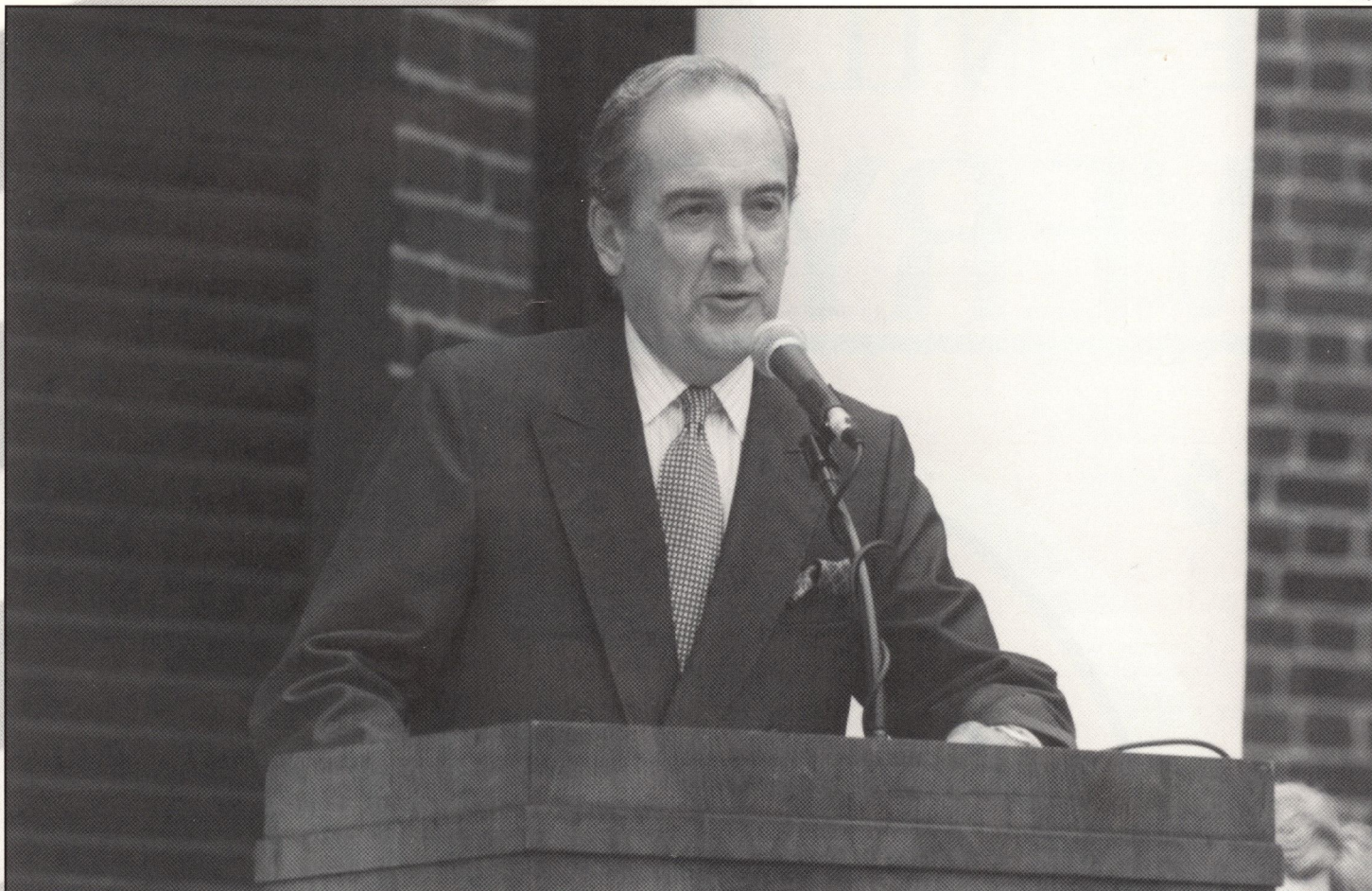
“Firstly, even though I had to leave behind my diploma from Yale...and even though I had to leave behind the specially engraved dictionary I earned as valedictorian of my high school graduating class...I carried with me, safely in my head, the meaning of that diploma and of that dictionary. I still had my education.

“And secondly, even though the Havana Coca-Cola Bottling Plant where I had worked was to be confiscated, I still had a job. And it wasn’t just *any* job. It was a job with the Coca-Cola Company.

“From that point on – as you might guess – the story improves significantly. And that story – my story – boils down to a single, inspiring reality ...The reality that a young immigrant could come to this country, be given a chance to work hard and apply his skills, and ultimately earn the opportunity to lead not only a large corporation, but an institution that actually symbolizes the very essence of America and American ideals.

“Not a bad story...but what has it taught me? Let me tell you – it has taught me a great deal. But first and foremost, it has taught me that opportunity always comes accompanied by obligations.





“And what are the obligations that come with opportunity, you may ask? Each of us, of course, must answer that question on our own. But in my life, I have found that every opportunity I have ever encountered has implied three fundamental obligations.

“The first obligation implied in opportunity is that you must seize it. You must reach out to the opportunity...take it in your hands...and mold it into a work that brings value to your society. To do otherwise is not just a waste...it is a crime against the human spirit. Squandering what the rest of the world covets is not only foolish... it is immoral.

“The second obligation that naturally follows opportunity is that you must live it...you must carry it on your back all day long...you must sense the opportunity in your nostrils with every breath, and you must see it in your dreams when you are asleep.

Because even though opportunity...much like freedom itself - is born only out of ideals...it is nurtured only

by action. Without action, opportunity and freedom soon shrivel and fade to a slow death.

“Finally, the third obligation that inherently comes with opportunity is that you must defend it. Thomas Jefferson said, ‘The tree of liberty must be refreshed from time to time with the blood of patriots and tyrants.’ And, yes – from time to time – that is unfortunately true...painfully true.

“But the Tree of Liberty must also be irrigated – irrigated *every single day* – with the sweat off the brows of enterprising men and women men and women working hard to further prove the inherent superiority of a democratic society... working hard to demonstrate the lasting stability of a democratic capitalistic system.....working hard to preserve the sanctity of private property... working hard to continue to show the world that people can indeed be trusted with governing themselves. And, as the man who built this house said, men and women working hard to put the interests of our nation ahead of their own person-

al interests.

“To my mind, those are the three obligations we owe opportunity. They are simple. They are undeniable. They are demanding. And, most of all, they are yours and mine to embrace ...or to reject.

“Opportunity...ours to seizeours to live...and ours to defend. Or otherwise – ultimately – ours to lose.

“Like many of you here today, I know what it’s like to lose what had taken many years to build. And just like you, I refuse to suffer through that kind of loss ever again.

“And so, I challenge you and every other citizen across our nation – whether native-born or naturalized – to embrace your individual obligations...to embrace your individual obligations as if the fate of the United States depended on it.

“And you know Why? “ Because – in reality – it does.”

*Roberto C. Goizueta
July 4, 1995*

SHOWSIGHT MAGAZINE / JULY 1996

The Triumphs of Roberto C. Goizueta

by Linda Ayers Turner Knorr

Continued from page 185

In our parking-lot conversation Mr. Goizueta and I reminisced about our fathers. His dad, Crispulo Goizueta owned Aivi Kennels in Havana, Cuba. Breeding champion Boxers was a source of great pride for this Cuban sugar magnate.

The Late Larry Downey handled the Aivi Kennels Boxers in the United States.

In February 1959 issue of the old *Dog News Magazine*, I discovered a photograph with a very meaningful caption: Best in Show - Havana, Cuba AM. and CUB. CH. AIVI'S KOKE ZACK



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Owned and Bred by Crispulo Goizueta
This all breed event staged by the Club Canino De Cuba was held at the Hilton Hotel in Havana, December 14, 1959. The Judge is Rees L. Davies; Roberto C Goizueta handling.

I asked Mr. Goizueta if he had any old photographs of his Boxers. Then I remembered.....every priceless material possession of his family was left behind in Cuba.

Judge Alice Downey remembers fondly traveling to Cuba for the Wire Fox Terrier Club shows which always followed our Florida circuit. She enjoyed seeing Crispulo, Roberto and his two sisters at the dog shows. In the early 50's Roberto was still living in Cuba but he was attending college at Yale. Alice and Larry Downey were not yet married. The American Boxer Club National Specialty Show was being held in New York just prior to the Garden.

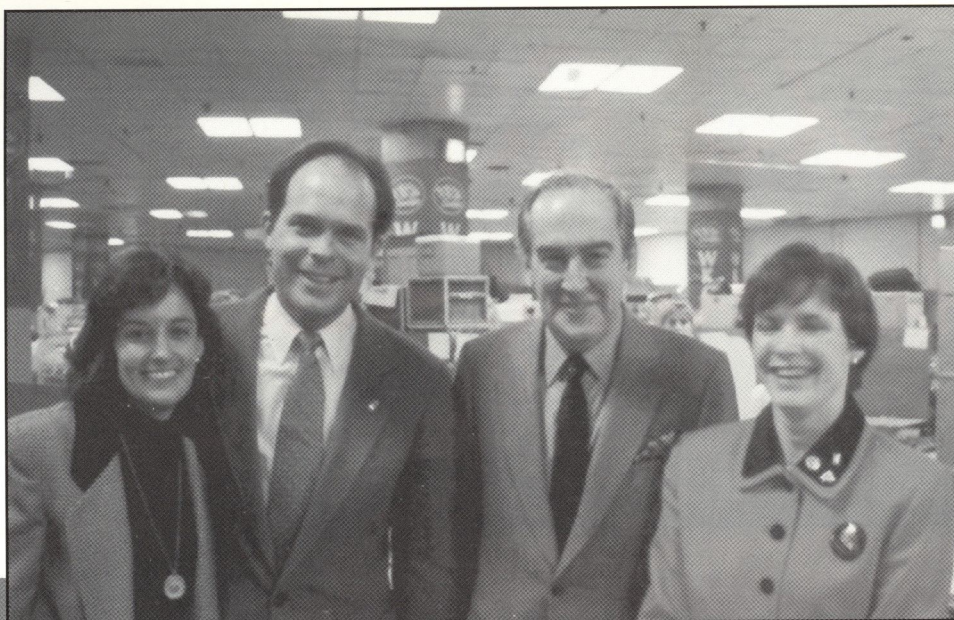
Alice Downey and Roberto sat together. It was from the handsome

The Goizueta grandchildren: Amelia, Caroline, and Thompson Rawls

Cuban student, not her future husband, that Alice learned about what to look for in the Boxer breed. Alice laughing said, "Linda, you know, Larry's dogs were always perfect so he could never show me any faults." It is great to

remember Larry Downey!

Larry handled some of the Goizueta's Boxers in the late 50's. Alice still treasures owning a silver Zippo lighter engraved with the likeness of one of the Crispulo Goizueta's Boxers. It had been a present to Larry from Crispulo Goizueta. I found a picture of the Goizueta's Aivi Kennels in Schlisinger's Book, *The Boxer*.



Olga Goizueta Rawls, Glenn Lycan, Roberto Goizueta and Rebecca Lycan, enjoying Westminster 1996

Today this gentleman who greases social wheels around the globe like no one else could still chooses to spend his recreational time sitting at ringside.

When a few minutes of free time could drive him nuts with all its potential uses - he becomes energized and focused by admiring "Fizz" a spunky little Pembroke Corgi who like his owner really knows how to move!

The best-in-show-winning CH. Just Enuff Of The Real Thing is co-owned by Olga Goizueta Rawls, the daughter of Roberto and Olga Casteleiro Goizueta. A beautiful familiar face at the dog shows, Mrs. Thompson T. Rawls II is the mother of three, Amelia, Thompson and Caroline. Tom and Olga are attorneys. After practicing law with the prestigious firm of King and Spalding, Olga decided to stay home and perform the much more important tasks of being a wife, mother, and puppy lover. Tom, a corporate attorney for BellSouth, was quite a hit at this year's Corgi National in San Diego. Those of us who know him are hoping he will find more time to attend dog events in the future.

According to my Mother Hazel Ayers my first spoken baby words were "Lights" and "Coca-Cola." Then Atlantans spent much of their time downtown where the most famous landmark was the large lighted Coca-Cola sign located on Peachtree Street. The sign was visible from all directions and could be seen in the photographs of the premiere of



Coca-Cola's Cuban-born Chairman, following his keynote speech at Monticello, July 4, 1995

Gone With The Wind at the Lowe's Grand Theater. I was not the only one. Clark Gable and Vivian Lee were also early admirers of the Coca-Cola Lights.

Coincidentally the Coca-Cola sign was adjacent to another historic landmark, the Chandler Building, formerly owned by "my" governor, Carl E. Sanders.

On a hilltop in Italy in 1971, it was the world's favorite Coca-Cola Company and the dog world's own Roberto Goizueta that gathered together people

from all over the world to sing a chorus of "I'd Like To Teach The World To Sing In Perfect Harmony."

May Mr. Goizueta's message of hope to America's new citizens and his song of peace and harmony to the world permeate the dog show scene.

As we are Blessed, let's remind ourselves to be thankful for our families, our friends, and our freedom!

Linda Ayers Turner Knorr