

IN HONOR OF ROBERTO C.
GOIZUETA

HON. NEWT GINGRICH

OF GEORGIA

IN THE HOUSE OF REPRESENTATIVES

Tuesday, October 21, 1997

Mr. GINGRICH. Mr. Speaker, today I join my fellow Americans and citizens worldwide in celebrating the life of Roberto C. Goizueta, chairman and chief executive officer of Coca-Cola for the past 16 years, who passed away on Saturday.

Roberto embodied the American dream. Born the son of a sugar refinery owner in Havana, Cuba, he earned a chemical engineering degree from Yale University in 1953. The following year, he answered an anonymous ad in a Havana newspaper seeking a chemical engineer. That ad had been placed by the Coca-Cola Co. On the Fourth of July, 1954, he joined the company in Havana in the technical department.

Prior to the Castro regime's confiscation of this Cuban Coca-Cola bottling plant, Roberto fled Cuba with his wife for the promise of a better life in America. Arriving in 1960, Roberto and his wife Olga came to America with only \$40 and 100 shares of Coke stock. They lived in a Miami motel room with their three children.

The most important thing that Roberto brought with him, however, was not material. It was a dream of a better life for himself and his family, coupled with a fierce determination and work ethic which made that dream a reality.

Through hard work and determination, Roberto worked his way up the corporate ladder, becoming chief executive officer in 1981. During his tenure as chief executive, Coke's sales more than tripled and profits increased sevenfold, reaching \$3.5 billion last year. During the same time, Coca-Cola's market value skyrocketed, from \$4 billion in 1981 to nearly \$150 billion today.

Under Roberto's bold leadership, Coca-Cola introduced diet Coke, increased global share of sales from 35 percent to 48 percent, and contributed nearly \$100 million to education initiatives around the world.

In addition to his outstanding business acumen and dedication to community service, Roberto was also a kind-hearted humanitarian who created the Goizueta Foundation, a charitable organization committed to meeting the needs of families by assisting institutions that serve children, support families at risk, and further educational opportunities.

Coca-Cola has been named "America's Most Admired Corporation" for the past 2 years in a survey conducted by Fortune Magazine. That outstanding achievement was due in no small part to Roberto's steadfast character and leadership.

To further illustrate the work ethic and character of this great man who lived the American dream to the fullest, I would like to conclude by submitting into the RECORD excerpts from a speech Roberto delivered in 1995 on the "Four Obligations of Opportunity." I commend his advice to all of my colleagues.

Roberto's vision led Coca-Cola to worldwide leadership and created a new standard for corporate excellence on both the national and world level. He will be missed as a businessman, a citizen, and as a friend.

"OPPORTUNITY ALWAYS COMES ACCOMPANIED
BY OBLIGATIONS"

(Robert C. Goizueta wrote his own speeches.

This is an excerpt from one he gave on July 4, 1995, when he administered the oath of citizenship to 67 new Americans at Thomas Jefferson's Monticello estate in Virginia. It summarizes some of his most deeply held beliefs.)

For me, looking into your eyes this morning is like looking into a mirror . . . a mirror that takes me back 26 years . . . back to a hot, muggy day in 1969 at the Federal Building in Atlanta, Georgia. 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 wall. Our wedding gifts sat on the shelves. Every material property we owned . . . overnight became government property.

But amid this turmoil, two treasured possessions remained mine because they simply could not 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 Co.

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? It has taught me a great deal. But first and foremost, it has taught me that opportunity always comes accompanied by obligations.

The first obligation implied in opportunity is that you must seize it . . . 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."

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 demo-

cratic 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 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.

TRIBUTE TO JAMES BUTLER

HON. JOSÉ E. SERRANO

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Tuesday, October 21, 1997

Mr. SERRANO. Mr. Speaker, I rise to pay tribute to Mr. James Butler, president of Local 420 Municipal Hospital Employees Union, DC37, AFSCME, AFL-CIO. On October 11, officers, trustees and executive board of local 420 held a dinner dance in Manhattan to celebrate his 25th silver anniversary as president, as well as his birthday.

Jim Butler began his service to local 420 as a union organizer in 1954. He has been a tireless fighter for better pay, health, education, and other benefits for hospital employees. Mr. Butler has long been part of the struggle for equal opportunity for minorities within the labor movement through active membership in the Coalition of Black Trade Unionists, PUSH, NAACP, Urban League, and SCLC Labor Committees. He served on the executive board of CBTU's New York chapter as well as the New York Consumer Assembly's board of directors.

As vice president of the 120,000 member District Council 37, AFSCME, AFL-CIO, Mr. Butler represented AFSCME as a delegate to the Public Service International Congress in Singapore, Zimbabwe, Finland, and the Labor Committee in Puerto Rico. He is co-chair of AFSCME's Health Advisory Committee, where he represents the interests of more than 350,000 health care workers nationwide.

Throughout his life, Mr. Butler's philosophy has been one of helping those in need without expecting anything in return. He would often say: "I have devoted my life to helping health care workers. Health care workers help the ill, but when they are ill there is no one to help them. They work under the kind of stress that most people can only imagine."

In the past several years, Butler and his local have waged a battle against threats to privatize public hospitals in New York City. They recently saw their efforts pay off with a victory in stopping the privatization of Coney Island Hospital. In June, Jim Butler and his members boarded the "freedom bus" from New York to Quincy, FL, to march for justice with the mushroom workers of the United Farm Workers.

Under his leadership, local 420's political action also makes itself felt in voter education and registration drives. Annually, the local registers thousands of voters and directly involves hundreds of union members in political campaigns.

Jim Butler resides in Astoria, NY with his wife, Eloise.

Mr. Speaker, I ask my colleagues to join me in recognizing Mr. James Butler for his outstanding contributions to the advancement of