Presentation of the
GEORGE F. KENNAN AWARD
FOR DISTINGUISHED PUBLIC SERVICE
TO
The Honorable Karl W. Eikenberry
FORMER U.S. AMBASSADOR TO AFGHANISTAN

THE GLOBAL BUSINESS LEADERSHIP AWARD
TO
Muhtar Kent
CHAIRMAN AND CEO
THE COCA-COLA COMPANY

21ST CENTURY LEADER AWARD
TO
Brendan McGuire, Esq.
Farhana Qazi

THE MANDARIN ORIENTAL HOTEL
NEW YORK CITY
March 8, 2012
Our Mission

The National Committee on American Foreign Policy (NCAFP) was founded in 1974 by Professor Hans J. Morgenthau and others. It is a nonprofit activist organization dedicated to the resolution of conflicts that threaten U.S. interests. Toward that end, the NCAFP identifies, articulates, and helps advance American foreign policy interests from a nonpartisan perspective within the framework of political realism.

American foreign policy interests include:

- preserving and strengthening national security;
- supporting countries committed to the values and the practice of political, religious, and cultural pluralism;
- improving U.S. relations with the developed and developing worlds;
- advancing human rights;
- encouraging realistic arms control agreements;
- curbing the proliferation of nuclear and other unconventional weapons;
- promoting an open and global economy.

An important part of the activity of the NCAFP is Track I½ and Track II diplomacy. Such closed-door and off-the-record endeavors provide unique opportunities for senior U.S. and foreign officials, think-tank experts, and scholars to engage in discussions designed to defuse conflict, build confidence, and resolve problems.

Believing that an informed public is vital to a democratic society, the National Committee offers educational programs that address security challenges facing the United States and publishes a variety of publications, including its bimonthly journal, American Foreign Policy Interests, that present keen analyses of all aspects of American foreign policy.
Evening Program

Opening Remarks
Mr. Scott Pelley
Master of Ceremonies
Managing Editor, CBS Evening News and 60 Minutes Correspondent

Welcome
The Honorable Paul A. Volcker
Honorary Chairman, National Committee on American Foreign Policy

Remarks
Dr. George D. Schwab
President, National Committee on American Foreign Policy

Presentation of the 21st Century Leader Award
Hatice U. Morrissey
Vice President, National Committee on American Foreign Policy

Accepted By
Brendan R. McGuire, Esq.
Ms. Farhana Qazi

Presentation of the George F. Kennan Award for Distinguished Public Service
Raymond W. Kelly
Police Commissioner, City of New York

Acceptance Remarks
The Honorable Karl W. Eikenberry
Former U.S. Ambassador to Afghanistan

Presentation of the Global Business Leader Award
Dr. Paul E. Jacobs
Chairman and Chief Executive Officer, Qualcomm

Acceptance Remarks
Mr. Muhtar Kent
Chairman and Chief Executive Officer, The Coca-Cola Company

Closing Remarks
Mr. Scott Pelley
In Tribute
March 7, 2012

I send greetings to all those attending the 2012 Gala Awards Dinner hosted by the National Committee on American Foreign Policy. It is a pleasure to join in honoring Ambassador Karl Eikenberry as he receives the George F. Kennan Award for Distinguished Public Service.

Over the course of his remarkable career, Karl has served as a soldier-statesman at the highest levels of our military and Government, taking on some of the most challenging assignments on the battlefield and in capitals around the world. Throughout his tenure in Afghanistan, he played an integral role in our mission to combat al-Qa’ida, from overseeing American and NATO forces to leading the effort to build a new Afghan National Army. Karl’s candid advice has been invaluable to me, and I trust he takes pride in knowing his work has made our Nation safer and laid the groundwork for a transition to full Afghan sovereignty.

Karl, I congratulate you on receiving this award and thank you for your outstanding service to our Nation. Michelle and I wish you, Ching, and the entire Eikenberry family all the best on this special occasion.
February 1, 2012

Muhtar Kent  
Chairman and Chief Executive Officer  
The Coca-Cola Company  
Post Office Box 1734  
Atlanta, Georgia  30301

Dear Muhtar:

I’m delighted to add my voice to all those gathered at the National Committee for American Foreign Policy’s 37th Gala Awards Dinner as you receive this year’s Global Business Leadership Award.

Throughout your impressive tenure with the Coca-Cola Company, you’ve demonstrated the important role that the business community can play in enriching our global future. I continue to be inspired by your generous support of the American Red Cross in Haiti, and I’m grateful for your contributions to the fight against HIV/AIDS in Africa.

As we continue to grow the network of responsible corporate leadership, I’m thrilled to congratulate you on this well-deserved award. All my best to you and your guests for an enjoyable evening.

Sincerely,

Bill Clinton
8 March 2012

Dear Karl:

Congratulations on receiving the George F. Kennan Award for Distinguished Public Service from the National Committee on American Foreign Policy (NCAFP). Like all who have served with you, I have witnessed firsthand your unwavering perseverance, integrity, and leadership.

The NCAFP has demonstrated a commitment to promoting human rights, supporting our allies, and improving U.S. relations with other countries. Throughout your career, you have tirelessly adhered to these ideals. As U.S. Ambassador to Afghanistan, your noble work has helped the Afghan government to build a more stable and prosperous country. Though the challenges facing our country and our world have changed over time, your commitment to peace and security has never wavered. You must find great satisfaction in a job well done.

Again, congratulations. Please accept my best wishes on this well-deserved honor.

Sincerely,

David H. Petraeus
Dear Muhtar:

Congratulations on receiving the Global Business Leadership Award from the National Committee on American Foreign Policy. This is terrific news and is an important recognition that the work you are leading at The Coca-Cola Company, the U.S.-China Business Council and The Consumer Goods Forum is making a difference in the lives of people all over the world.

I believe the most important trait of leadership is character. I define character as putting the needs of the organization above your own. Muhtar, in my opinion, you exemplify character. You work selflessly and tirelessly to help make our world a better place for all – from Coke’s efforts to create a stronger economic infrastructure in Africa through micro distribution models, to bridging the gap between suppliers and retailers in your role as Co-Chair of The Consumer Goods Forum, to strengthening the ties between the U.S. and China. You recognize that economic success is not a zero sum game – everything you do is about helping others. This award, in no small way, is recognition of your commitment to service and your commitment to improving lives.

I am sorry that I am unable to join you at the Gala Awards Dinner. Unfortunately, I am traveling. However, I do want you to know that my thoughts are with you as you celebrate this terrific accomplishment. Congratulations. This recognition is richly deserved.

Sincerely,

Robert A. McDonald
The Honorable John F. Kerry

Ambassador Karl W. Eikenberry

March 8, 2012

I am honored to join your family, friends, and colleagues in congratulating you on receiving the George F. Kennan Award for Distinguished Public Service. Thank you for your ongoing service to our nation, your distinguished military career in the United States Army, and your diplomatic engagement in Afghanistan. Thank you also for your leadership and vision in helping us address some of the most critical national security and foreign policy challenges of our time. Congratulations to both you and Ching, and best wishes for continued health, happiness, and success.

John F. Kerry
United States Senator
General Colin L. Powell, USA (Retired)  
909 North Washington Street  
Suite 700  
Alexandria, Virginia 22314  
March 8, 2012  

Dear Karl:  

I join your many friends and admirers in congratulating you upon receiving the Kennan Award for Distinguished Public Service from the National Committee on American Foreign Policy. You are a worthy heir to an award named after this most distinguished of American diplomats.  

Like George Kennan, you have always given your best advice to your superiors, whether it was welcomed or not. Your service as a soldier and diplomat has been an inspiration to us all. Your commitment to the values that have made our country great has always been your guiding star. Your light shined before you as you helped people around the world seek a better life for themselves. Afghanistan was your most challenging assignment and we all watched with admiration as you worked tirelessly to help the Afghan people rebuild a nation.  

I treasure your friendship and wish you every success in the next phase of your life.  

Sincerely,
March 8, 2012

Dear Friends:

It is a great pleasure to send greetings to all who are gathered for this dinner hosted by the National Committee on American Foreign Policy in honor of Mr. Muhtar Kent, Chairman of the Board and CEO of The Coca-Cola Company, and The Honorable Karl Eikenberry, former U.S. Ambassador to Afghanistan.

Muhtar Kent is an outstanding example of a business leader who has sought to advance the public interest around the globe in every aspect of the Company’s activities. While expanding its business, it has taken care to reduce its environmental footprint in the areas of water usage, packaging and energy efficiency. Its innovative, award-winning Plant Bottle, the first-ever recyclable PET bottle made partially from plants exemplifies the Company’s efforts. The Company has also shown impressive leadership in the area of international development illustrated by its Haiti Hope Project providing substantial assistance to 25,000 mango farmers in Haiti helping them improve their productivity; Partners to a New Beginning creating public-private partnerships seeking to create 500,000 jobs over five years in poor Muslim communities in Turkey, Pakistan, Egypt, Indonesia, the West Bank, and Gaza; and the Five by Twenty Program seeking to empower five million women by 2020 by committing to have 50 percent of The Coca-Cola Company’s new micro distribution centers in the 200 countries where the company is active run by women and assisting them to obtain access to finance and business skills. Mr. Kent’s selection to be the recipient of the 2012 Global Business Leadership Award is an inspired choice by National Committee on American Foreign Policy and I congratulate it.

Ambassador Karl Eikenberry is a splendid example of an American responding to the call of his country. He retired from the Army as Lieutenant General, heavily decorated, having served two tours of duty in the war in Afghanistan where he commanded the 2nd Battalion of the 87th Infantry Regiment. He retired in order to respond to his President’s request that he serve as U.S. Ambassador to Pakistan. Both in the military and in diplomacy he served with great distinction. He has written a number of articles and continues to serve as a Distinguished Lecturer at the Freeman Institute for International Studies at Stanford University. His selection as the 2012 recipient of the George F. Kennan Award for Distinguished Public Service is highly deserved recognition.

I applaud the many contributions of the National Committee for American Foreign Policy and extend my best wishes for its continued success.

Sincerely,

Carla A. Hills
March 8, 2012

Dear Friends,

It is a pleasure and an honor to greet those gathered for the National Committee on American Foreign Policy’s dinner and awards ceremony. I am especially delighted that the Committee is honoring my friend and colleague Muhtar Kent, Chairman and Chief Executive Officer of The Coca-Cola Company.

Winston Churchill once said: “The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.” In my years of friendship with Muhtar, I have always known him to see what the world is becoming – more youthful, more mobile, more healthy and more committed to positive change – rather than what it is not.

As chief ambassador for one of the most iconic brands of all times, Muhtar tirelessly promotes our uniquely strong American traditions of innovation, education, entrepreneurship, and global collaboration and stewardship. In addition, his leadership in supporting change to create a more sustainable world is inspiring. He is a very deserving recipient of the Global Business Leadership Award.

On behalf of the women and men of Dow, congratulations to Muhtar Kent, and to all of tonight’s honorees. My best wishes to the Committee for an enjoyable evening and for another year of continued success.

Sincerely,

Andrew
In honor of this great occasion, I join your family and friends in wishing you a most joyous celebration on receiving the George F. Kennan Award for Distinguished Public Service. This is a landmark achievement and cause for justifiable pride. Whether in an Army uniform or in diplomatic status, you have made significant contributions to the Department of Defense. Your exemplary leadership, professionalism, and devotion to our Service members and to our great Nation are commendable.

On behalf of the Joint Chiefs of Staff and the men and women of the Armed Forces of the United States, thank you for your service, sacrifice, and continued support.

Sincerely,

[Signature]

MARTIN E. DEMPESEY
General, U.S. Army
January 30, 2012

Dear Friends,

We join you in celebrating the dedication, commitment, and accomplishments of Muhtar Kent, Chairman and CEO of The Coca Cola Company, at the National Committee on American Foreign Policy’s 37th Gala Awards Dinner. Muhtar well deserves the recognition you are bestowing upon him by naming him the recipient of the 2012 Global Business Leadership Award.

Muhtar is a member of the Board of Trustees of the Center for Strategic and International Studies (CSIS) in Washington, D.C. Unlike many CEOs who join non-profit boards, Muhtar is an active leader at the Center and a frequent participant in our programs. He is a committed internationalist who sees the power and impact that a progressive corporation can play on the world stage for the betterment of everyone.

The Coca Cola Company has been a pioneer in charting new dimensions for corporate social responsibility. For The Coca Cola Company, this is not charity, but a valued and embedded dimension of the company’s business model. The Coca Cola Company is successful because of its genuine commitment to development in countries where they operate. Muhtar has championed this new consciousness, to great success.

Congratulations, Muhtar, on receiving this prestigious award. Your example will light the way for many more businesses to ensure a better future for all.

Sincerely,

[Signature]

John J. Hamre
President and CEO
CSIS
National Committee on American Foreign Policy  
320 Park Avenue  
New York, NY 10022  

Dear Friends:  

Tonight, I am honored to congratulate Ambassador Eikenberry on receiving the George F. Kennan Award for Distinguished Public Service. He exemplifies the values we, as Americans, hold especially dear. His selfless service and unwavering commitment to his country is the very reason we are gathered here today.

The George F. Kennan Award for Distinguished Public Service is presented to honorable, upstanding Americans whom devoted their lives to the service of their country without regard for fame, fortune, or personal acknowledgement. Individuals who have received this prestigious award in the past include, but are not limited to, the Honorable Cyrus R. Vance, the Honorable Richard C. Holbrooke, and General David H. Petraeus. Now, we can add Ambassador Karl W. Eikenberry to this distinguished list of outstanding recipients.

Ambassador Eikenberry has served the United States in numerous capacities. Before undertaking the role of U.S. Ambassador to Afghanistan, he served in the US Army, where he earned the rank of Lieutenant General. Furthermore, through his distinguished service record and innumerable achievements while an officer in the U.S. Army, he accepted the challenge of serving as Commander of the Combined Forces Command in Afghanistan. Subsequent to this command, he served as Deputy Chairman of the NATO Military Committee in Brussels. His vast knowledge and expertise in military conflict and his unmatched leadership abilities have proved to be instrumental in many different areas of US involvement in diplomacy. Ambassador Eikenberry’s widely respected leadership deserves our utmost admiration.

With deepest appreciation, I am honored to personally congratulate Ambassador Eikenberry for being awarded the George F. Kennan Award for Distinguished Public Service. I thank him for all he has done, and continue to do, for our great nation.

Sincerely,  

Lindsey O. Graham  
United States Senator
February 23, 2012

Distinguished Guests and Friends of the National Committee on American Foreign Policy:

It is my great pleasure to join you in honoring Muhtar Kent as he receives the Global Business Leadership Award. The National Committee on American Foreign Policy is comprised of and led by some of the world’s most prominent thought leaders on global issues and its recognition of Mr. Kent and his work is certainly a great honor.

There are few people that embody the spirit of this award more thoroughly than Muhtar Kent. As Chairman and CEO of The Coca-Cola Company, he has been innovative in his leadership and visionary in his approach to business. He understands the importance of making sustainable investments that not only serve to grow the business, but also make a positive impact on the local community and society as a whole. He also believes strongly in the value of public-private partnerships, as is demonstrated by our work together on Partners for New Beginning and by Coca-Cola’s ambitious commitment to empower 5 million women entrepreneurs by 2020 through its 5 BY 20 initiative.

During the time that I have known Muhtar, I have found him to be an innovative and thoughtful leader, a global diplomat, and a citizen of the world.

Once again, I offer my warmest congratulations to my good friend, Muhtar Kent, for this well-deserved honor.

With admiration and respect,

Madeleine K. Albright
Dear Karl,

Congratulations on your selection as the recipient of the George F. Kennan Award for Distinguished Public Service. The presentation of this prestigious award befits your extraordinary record of over four decades of dedicated performance both in uniformed service and with the State Department.

It has been my pleasure to serve alongside you as you adroitly handled some of the most complex military and political challenges our country has dealt with in recent history. Your influence on our military and foreign policy strategy have earned you an enviable reputation as a committed, capable public servant. As a military officer and diplomat you have represented all that is good about America.

Congratulations once again on this well-deserved accolade and best wishes from United States Central Command.

Sincerely,

James N. Mattis
General, U.S. Marines

Ambassador Karl W. Eikenberry
New York, 27 February 2012

Dear Friends,

I would like to extend my warmest greetings to all those gathered here tonight for the National Committee on American Foreign Policy 2012 Gala Awards Dinner.

I am exceptionally happy, and equally proud to learn that Mr. Muhtar Kent, Chairman of the Board and Chief Executive Officer of The Coca-Cola Company, is the recipient of this year’s Global Business Leadership Award. While congratulating him I also commend the National Committee for their wise choice.

Mr. Muhtar Kent is a true global leader, not only for being at the top of one of the world’s largest companies, but even more so for displaying a decisive leadership to keep the brand, which celebrated its 125th anniversary last year, as the best-known trademark in the world.

Mr. Kent’s diligence, steadfastness, management and decision making abilities are admirable. Today he sets an example for many business professionals all around the world. He has been instrumental in bringing American and Turkish societies together; his personality is a blend enriched by two different cultures which at the same time share common values. His contributions to arts and culture are of particular importance. Being the founder of a library in Ayvalik, Turkey, where cultures and religions have co-existed for centuries, is only one example among many of his tireless efforts in this sense.

I sincerely congratulate Mr. Kent again for receiving this invaluable award and wish him all the best and further success.

Sincerely,

Erçürgut Apakan
Ambassador, Permanent Representative of the Turkish Mission to the United Nations
March 8, 2012

Mr. Karl W. Eikenberry
George F. Kennan Award for Distinguished Public Service
U.S. Ambassador to Afghanistan

Dear Ambassador Eikenberry:

It is with great pleasure that I congratulate you as the 2012 Recipient of the National Committee on American Foreign Policy’s (NCAFP) George F. Kennan Award for Distinguished Public Service for your extraordinary dedication to our country. Today, we honor your career advancing U.S. national interests through your critically important roles as a diplomat and as a military commander. You are truly deserving of this distinguished honor.

It was a personal privilege for me to work closely with you during your tenure as the U.S. Ambassador to Afghanistan. Your integrity, your clear-eyed analysis and your diplomatic skill were matched only by your devotion to the mission, to the promotion of U.S. strategic interests, and to the men and women who served under your leadership.

It is a significant honor to be selected for this award and your selection reflects the tremendous respect you have deservedly earned during your four decades of dedicated service to the United States.

Karl, I wish you continued success.

Sincerely,

Neal S. Wolin
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Mutual of America

The Hon. Henry A. Kissinger
Former Secretary of State

The Hon. Paul A. Volcker
Former Chairman
Federal Reserve

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Mr. Thomas Workman
MR. SCOTT PELLEY: Good evening ladies and gentlemen. Welcome to the 2012 Gala Awards Dinner hosted by the National Committee on American Foreign Policy. Thank you all for joining us in honoring our special guests tonight.

This night is about celebrating. Gathered in the room we have ambassadors from around the world, statesmen, global business leaders, scholars, and more—all committed to preserving and strengthening our national security through strategic dialogue. Throughout the evening you’ll be introduced to several notable individuals, among them a service member and former Ambassador, an influential leader in the business world, a U.S. Attorney fighting corruption, and a scholar working to better understand the thought processes behind terrorism—each identifying, articulating, and furthering U.S. interests in a special way.

At this time I would like to give a special thank you to the National Committee on American Foreign Policy for hosting such a wonderful event and proceed with tonight’s program.

THE HONORABLE PAUL A. VOLCKER: My responsibility this evening is both limited and critical.

As the Honorary Chairman of the Dinner, I want to introduce the real leadership of the National Committee on American Foreign Policy—President George Schwab.

George is unique. That is not simply that he is an immigrant to our shores, many decades ago. All of us are. It’s not that he is a scholar in the areas of foreign policy and national security. That is a sizable group. More likely he was closely associated with the intellectual dean of a muscular American foreign policy, Hans Morgenthau. He has taught here in New York and elsewhere at distinguished universities.

But on top of all this he is the one and only leader of this organization. By sheer intellect, by conviction, and by will power, he has created and organized The National Committee as a useful channel for the discussion and, hopefully, for conciliation, about some critical areas of tension in the international arena. Almost literally as we celebrate at this dinner, discussions are taking place with a group of North Koreans.

If you want further evidence, Afghanistan is also figuratively at our doorstep. Karl Eikenberry, who served in the military and as Ambassador with enormous distinction in trying days, is being recognized tonight with our George F. Kennan Award. Now that is a revered name in foreign policy. One long telegram reverberated for more than half a century!
We are also proud to have another great American who has made his career in the private sector. Coca-Cola to much of the world is America—so its CEO, Muhtar Kent, has a big international responsibility.

Last year, at this dinner, I introduced another extremely active CEO—a younger man who overwhelmed me with his accomplishments. As I thought about his relative youth and energy, a few words popped out of my mouth “oh, to be 80 again!”

Tonight, as I looked at the two young leader representatives of the 21st Century Award, I want to amend my remarks “oh to be 30 again.”

George, the platform is yours.

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DR. GEORGE SCHWAB: Thank you Mr. Pelley, thank you Paul for your warm words.

Ambassador Eikenberry, Mr. Kent, Mr. McGuire, Ms. Qazi, Your Excellencies, Distinguished Guests, Ladies and Gentlemen.

As is customary at our gala events, I briefly highlight aspects of our work. Tonight my remarks will be focused on how the National Committee has materially contributed to the resolutions of conflicts and to the lessening of tensions affecting U.S. national security interests.

From the four examples that I will highlight, you would, I believe, obtain a good overview of an important part of our work.

In early 1988, the late Viola Herms Drath, a member of the National Committee’s executive committee, submitted an article for publication to our National Committee Newsletter, as it was then called, on how to break the stalemate regarding German reunification. In her acceptance remarks on the occasion of receiving The William J. Flynn Initiative for Peace Award in 2005, Viola noted that at first I “hesitated” to publish it but then “took the plunge and published it” in October 1988. The idea that Viola advanced was a negotiating formula, according to which a peace conference needed to be convened “composed of both German states and four victorious World War II allies led by the United States.” This became known as the “2+4” negotiating formula. After heated controversies in the capitals concerned, Viola’s formula was accepted. Former Senator Rudy Boschwitz noted in this context that Viola’s paper “had a dramatic impact.” The Honorable C. Dean McGrath, the Deputy Chief of Staff to the Vice President, noted that the “2+4 Treaty,” as he referred to it, that “Viola had so effectively advocated,” matured into the formal reunification of Germany.
The second example is Northern Ireland. Under the inspiring leadership of our Chairman, Bill Flynn, the National Committee succeeded in obtaining a visa for Gerry Adams, head of Sinn Fein, to attend a conference on Northern Ireland in New York in early 1994. According to Gerry Adams, “two days before the conference President Clinton authorized a 48 hour visa . . . the backlash from the British government was hysterical. The Daily Telegraph summed it up by describing it as “the worst rift since Suez. . . .” The conference and sidebar meetings “marked a defining moment in the development of the Irish peace process.”

It took the Committee more than 15 years of handholding, public and private closed-door and off-the-record meetings with all the parties to the conflict, travels to Belfast, Dublin, and London’s 10 Downing Street, until, finally, we were able to declare victory in 2010 and close the National Committee’s Track 1½ and Track II project on Northern Ireland.

Apart from the National Committee’s numerous additional Track 1½ and Track II projects and programs on Central Asia/Caspian Sea region, the broader Middle East, transatlantic relations, Africa, U.S.-Japan and U.S.-South Korea relations, I will confine my remarks to two additional examples: U.S.-China-Taiwan relations and North Korea.

As is well known, relations between mainland China and Taiwan, although good at the present time, were, until about four years ago, rocky, to say the least. Two events in 1995 and 1996 triggered the National Committee’s involvement with China and Taiwan, namely, Taiwan President Lee-Teng-Hui’s forthcoming visit to his alma mater, Cornell University, and China’s firing missiles off Taiwan.

Due to contacts we had established with the White House on Northern Ireland, on the one hand, and China’s endeavor to lessen tensions between the mainland and the United States over the issue of Taiwan, on the other hand, I began to be courted by members of the Chinese mission in New York and the Embassy in Washington, and was invited to lead a fact-finding mission to Beijing. As my knowledge of the Far East was limited, to say the least, I approached my colleague at the City University’s graduate center, Dr. Donald Zagoria, and invited him to launch a U.S.-China relations project—he accepted with alacrity.

As in the instance of our Northern Ireland project, innumerable fact-finding missions followed to China and Taiwan where we were hosted by the Taiwan affairs office of the State Council of China and by the Foreign Ministry in Taiwan. By now, we have received in New York well over a hundred Chinese and Taiwanese fact-finding missions for closed-door, off-the-record gatherings, dinners at private homes, and handholding. The National
Committee materially contributed to the lessening of tensions in the Taiwan Strait. In the words of the former President of Taiwan, Chen Shui-Bian, who was by no means a shrinking violet on Taiwan-China and Taiwan-U.S. relations: “the National Committee on American Foreign Policy’s program is the best Track II effort that exists in contributing to the stability in the Taiwan Strait.” This view has been echoed by Beijing and Washington.

Now a word about North Korea. Known as the “New York Connection,” the National Committee has for years been hosting senior North Korean delegations at closed-door and off-the-record meetings. For having materially contributed to North Korea agreeing to return to six-party talks in Beijing in 2005, a Carnegie Corporation report noted in that year that the National Committee’s Track I½ accomplishment received (and I quote) “what in diplomatic circles can only be called rave reviews.” This was echoed by the North Korean Ambassador to the UN when he noted that the National Committee’s Track I½ work “provided [the] decisive breakthrough for the resumption of the nuclear six-party talks. . . .”

In conclusion, let me thank our members and friends for their generous support of our work on conflict resolution. I also would like to thank Mutual of America, the Carnegie Corporation, the Center for Global Partnership, the Korean Foundation, the Henry Luce Foundation, the MacArthur Foundation, the Starr Foundation, the Ford Foundation, the Sasakawa Foundation, and the U.S. Department of State.

Thank you.

It is now my privilege to introduce the National Committee’s Vice President Hatice Morrissey. Hatice is not only a hard worker for the National Committee, but she also has a fascinating past.

Born in Istanbul and educated in the United States, Hatice’s family roots originated in Uzbekistan from which her ancestors migrated to Kosovo in 1389 and later settled in Macedonia.

Hatice joined the National Committee out of a lifelong interest in foreign policy in general and the role Turkey plays with neighboring Mideast countries in particular. Diplomacy and conflict resolution involving nations struggling to improve their liberties and economies are central concerns of hers.

Hatice, the floor is yours.

★

**Ms. Hatice U. Morrissey:** Thank you, George for your kind introduction, and good evening.
So far, this evening has been wonderful—the speeches informative, and the conversation around the tables has been lively and delightful.

And, as for the Ballroom at the Mandarin Oriental Hotel, I cannot imagine a more perfect setting for the National Committee’s 2012 Gala Awards Dinner (except perhaps in Istanbul!).

For me, it is a great honor to stand here before you as we turn our attention to these distinguished guests we have invited to be here with us tonight to celebrate their considerable achievements.

The first award to be presented tonight will be the National Committee’s 21st Century Leader Award. This award was created to recognize individuals, aged 40 or under, who have displayed unwavering commitment to the advancement of U.S. foreign policy interests in concert with the principles of political realism.

Through their hard work and dedication, two recipients of this year’s award have made significant contributions to promoting international dialogue. And together, they represent the bright and promising future of the American foreign policy establishment.

The first recipient—Brendan R. McGuire—has served as an Assistant U.S. Attorney for the Southern District of New York for the past 6½ years.

He was the lead prosecutor for some of the most vital terrorism prosecutions conducted by the Department of Justice, including the prosecution of Victor Bout, the infamous Russian arms trafficker. And, for the past year, he has served as the Chief of the Public Corruption Unit with the U.S. Attorney’s Office. There, he is charged with investigating and prosecuting public corruption cases at the federal, state, and municipal levels.

All of us at the National Committee are particularly pleased to shine the spotlight on such an outstanding public servant.

Brendan also happens to be a Williams College alumnus, which goes a long way in our family.

So now, I would like to invite Brendan up to the podium to receive his award . . . please join me in giving him a warm round of applause.

The second recipient—Farhana Qazi—was the first woman to serve at the U.S. Counter Terrorism Center.

After serving her country in this capacity, she became an international policy analyst at the RAND Corporation, where her research focused on the impact
of Islamic movements on the Middle East and South Asia. An expert on terrorism, she has published widely and is a frequent guest on national and international news programs. Currently, she is a senior instructor on the AFPAK training team, where she designs courses on Islamic civilization and Pakistan for U.S. analysts and officers.

I know first-hand, how hard it is to achieve all that Farhana has accomplished, as a woman, with deep roots in an Islamic culture.

Please join me in giving Farhana Qazi a warm round of applause.

Mr. Scott Pelley: Ladies and gentlemen, if I can have your attention again, we'll carry on with the program and our awards ceremony. I hope you are all enjoying your dinner in this beautiful Manhattan hotel. It is my great pleasure now to have the opportunity to address someone who I described in the highest and best use of the term as “a cop.” Police Commissioner Ray Kelly has been a police officer in New York City on and off for 44 years. He started here as a Beat-Cop, shortly after serving his country as a Marine in Vietnam. By 1992, he had become Commissioner of Police and served in that capacity until 1994. Then, he went on to serve in executive positions in federal law enforcement and in global corporate enterprise but, in the weeks after 9/11, Ray Kelly was offered the opportunity to have a second tour as Commissioner of the New York Police Department and he jumped at the chance because this is the city where he was born and it is the place that he loves. Commissioner Kelly immediately put together the NYPD Counterterrorism Force—which is the largest, best-trained, best-equipped counterterrorism force in any city in the world and it is one of the reasons that we are all having dinner tonight in the safest, most livable city in the world. You can applaud for New York City. As I bring Commissioner Kelly up to the podium, I would also invite Chairman Volcker and President George Schwab to come up as well. They will be seated here as Commissioner Kelly makes his remarks this evening. Ladies and gentlemen, for my money, the best New York City Police Commissioner since Teddy Roosevelt, Ray Kelly!

Commissioneer Raymond W. Kelly: Good evening. It's an honor to be with you again tonight and to present the George F. Kennan Award for Distinguished Public Service to one of America's premier soldier-statesmen, Ambassador Karl Eikenberry.

On September 11, 2001, then–Army Brigadier General Karl Eikenberry was in his office on the third floor of the Pentagon’s outer ring when American Airlines flight 77, commandeered by al Qaeda terrorists, slammed into the building and exploded just one story below him. He escaped from the flames and the wreckage and, in his words, “was lucky to be alive.” At that point, a brilliant career that had taken him from the halls of West Point to the
highest echelons of the military took on an urgent new focus.

Within a year, following his promotion to major general, he was handpicked by Secretary of Defense Donald Rumsfeld to lead the training of a new Afghan army. He would go on to spend five of the next ten years of his life in Afghanistan, between his service with the military and the State Department. The rest of the time he was helping to guide operations in Afghanistan from various parts of the world. General Eikenberry, a decorated infantry commander, a renowned scholar, and expert on China and Asia, devoted every ounce of his formidable intellect and leadership experience to this work.

From September 2002 to September 2003, he served as U.S. Security Coordinator and Chief of the Office of Military Cooperation, where he focused on the expansion and training of the Afghan army and national police. Today, both are among the most respected and credible institutions in the country.

Between his two tours in Afghanistan, from 2003 to 2005, he served as Director of Strategic Planning and Policy for the U.S. Pacific Command based in Hawaii.

In 2005, he was promoted to lieutenant general and named the top American commander in Afghanistan. He led combined U.S. and coalition forces there for eighteen months. During that time, he continued to focus on strengthening Afghan security forces while pressing to increase the number of U.S. troops. He also issued early warnings about the need to deal with neighboring Pakistan.

In 2007, General Eikenberry left his post in Afghanistan to serve as Deputy Chairman of NATO’s military committee in Brussels.

In February 2009, in recognition of his extraordinary abilities and accomplishments, he was nominated by President Barack Obama and subsequently confirmed by the U.S. Senate as the United States’ ambassador to Afghanistan. He retired from the military the day before he was sworn in.

As ambassador, Karl Eikenberry followed the example of General George C. Marshall, who said, “military power wins battles, but spiritual power wins wars.” And, so he did what was necessary to strengthen the freedom, dignity, and security of the Afghan people.

As part of that endeavor, he called for a “civilian surge” of nonmilitary personnel into the country to complement the surge in U.S. troops. On his watch, the number of American diplomats in Afghanistan went from 325 to more than 1,200, with nearly half of those sent to the provinces to work on
reconstruction. Foreign aid to Afghanistan increased from $2.5 billion to $4.1 billion. At the same time, Ambassador Eikenberry made the education of Afghan youth a top priority. Ten years ago there were one million Afghan children enrolled in school. Today, there are more than seven million. During his time as ambassador, health care was expanded. The quality of the workforce improved. Hundreds of roads were built, lowering transportation costs. And life in major Afghan cities improved dramatically.

Ambassador Eikenberry will be the first to tell you that there is still tremendous work to be done to bring lasting peace and security to Afghanistan. But thanks in large part to his tireless service and advocacy, a foundation of stability has been laid and that represents enormous progress. Just as importantly, the terrorist threat to America from Afghanistan has greatly diminished.

George Kennan, for whom this award is named, did so much to guide U.S. relations with the Soviet Union. Similarly, over the past decade, Karl Eikenberry has helped to define America’s relationship with a country and a region just as complex and vital to our national security interests. Kennan once said of his diplomatic work that, “the best an American can look forward to is the lonely pleasure of one who stands at long last on a chilly and inhospitable mountaintop where few have been before, where few can follow, and where few will consent to believe he has been.”

Karl Eikenberry has stood at the mountaintop. He has shouldered enormous responsibilities and overcome historic challenges in this role. We are indebted to him for his vision, his determination, his leadership, and, above all, his success in this daunting mission. And so it is my privilege tonight to join with the leadership of the National Committee on American Foreign Policy in presenting this year’s George F. Kennan Award for Distinguished Public Service to Ambassador Karl Eikenberry.

THE HONORABLE KARL W. EIKENBERRY: Thank you, Commissioner Kelly, for those very kind words of introduction. To be introduced by the leader of New York’s Finest and a Marine is such a tremendous honor—I am not sure whether I should be saluting, doing push-ups, or making sure I didn’t illegally park my car outside of the Mandarin Hotel here!

Let me also recognize some of the leaders of the National Committee—Paul Volcker the Honorary Chairman, Bill Flynn—the Chairman who could not be with us this evening, George Schwab—the President and a dear friend, and Grace Kennan Warnecke.

As well, I would like to acknowledge Muhtar Kent, the Chairman and CEO of Coca-Cola, who will soon be receiving the Global Business Leadership
Let me take this opportunity to publicly thank Muhtar for a contribution he made to our mission in Afghanistan. As a result of Muhtar’s efforts, Coca-Cola established a $25 million bottling plant in Kabul in 2006.

I used to say both as a commanding general and ambassador serving in Afghanistan that the highest pay-off deeds were those that helped restore a sense of normalcy to that troubled land. In this regard, Muhtar, your corporation’s decision to establish a presence in the Hindu Kush—which represented an investment risk—has made a difference.

The Afghan people gain confidence when they see an American flagship company like yours open for business in their country.

Last, and most important—let me emphasize to all here that I have served in our Armed Forces and diplomatic corps for some 38 years and that anything I have achieved professionally has been the direct result of the tireless, superb, selfless work of countless members of our military and civilians in various departments and agencies of the United States Government.

Any success that I have enjoyed has been while standing on the shoulders of some remarkable men and women who, even as we enjoy this special evening, are serving in harm’s way in far-off places like the Arghandab District in Afghanistan. They are America’s thin red line of soldiers, diplomats, and development specialists.

I know there are still more activities after I complete my remarks, so I will be brief—though I must say that George Schwab told me not to be overly concerned about the time.

He reminded me that in 2002 when the Committee’s prestigious Hans J. Morgenthau Award was presented to Colin Powell, Henry Kissinger when introducing the general, said: “Ladies and gentlemen, the people who put on my program that I should confine my remarks to two minutes did not realize that my native language is German. And I usually go for more than two minutes before I reach my first verb.”

And, in an effort to economize on words, I recalled a dinner several years ago when I heard the former Japanese Ambassador to the United States begin his remarks by saying: “You know, in Japan, we have the tradition of offering an apology when beginning a speech and in the United States I know you have the custom of telling a joke, so let me start by saying: ‘I apologize for not having a joke to tell.’”

I am humbled to be here this evening. It is one of my life’s greatest moments, shared with my wife Ching and our family—to be recognized by the National
Committee on American Foreign Policy with the George F. Kennan Award for Public Service.

The Committee is truly a great American asset with an over thirty-year track record of tirelessly working—within the framework of political realism—to resolve actual or potential conflicts that threaten our nation's interests.

I believe, in this regard, that the work of the Committee today has never been more consequential since its establishment in 1974.

Drawing upon my own experience in military and government service, I would now like to take a few minutes and offer my thoughts on how we as Americans should define and defend our national interests abroad. I will make three points.

First—our nation is facing increasingly severe resource constraints. Accordingly, we must better define and prioritize our national security goals and more appropriately align ends, ways, and means.

My former professor and good friend at Stanford University, Dr. Steve Krasner, reflecting on America’s national security policies, wrote in his brilliant work, Defending the National Interest: “Like the society that has lost its bearings, it is in a world that lacks clear markers. It has power that can be used for objectives that are not associated with clearly definable needs. It can try to remake the world. World makers are not guided by prudence, for they see their objectives’ consummatory goals that are worth virtually any sacrifice.” He penned these words in 1978, informed by the American experience in Vietnam, but not yet by our campaigns over the past decade in Iraq and Afghanistan.

Our military and civilian efforts in Iraq, Afghanistan, and Pakistan during the first decade of the 21st century have been impressive by any objective measurement. But they have been hugely expensive in terms of lives, treasure, and opportunity costs.

Robert Gilpin, like George Kennan, a professor at Princeton University, succinctly described the challenge of the dominant state in the international system: “To solve the fundamental problem of foreign policy—the balancing of commitments and resources.”

Addressing this challenge in Central and South Asia, the United States is now working with the United Nations, NATO, and the Afghan government to conduct a significant withdrawal of troops and responsible transition to de facto Afghan sovereignty over the next several years.

We should be proud of our accomplishments in Afghanistan under the most difficult circumstances imaginable. To the less than thoughtful armchair
critics, I would commend Teddy Roosevelt’s “Man in the Arena” speech. But transition we must.

My wife and I visited Walter Reed Army Medical Center just before its closing in July of last year when we had completed our several years of most recent service in Kabul. We spoke with a young Army soldier, a Private First Class from Brooklyn, New York—from this great city—recovering from the loss of both legs and his left arm above the elbow, suffered during an IED attack in the Arghandab District of Kandahar Province that I mentioned earlier. After talking with him at length about the combat engagement in which he was injured, I asked him for his assessment of the situation in the Arghandab. He reflected a moment and replied: “Ambassador, we have done a lot there. We have built schools, a health clinic, and a pretty good road; we’ve assisted the farmers; and we’ve helped establish an army and police force to defend the people. I don’t think there is much more we can do. It is time for the Afghans there to find their own destiny.”

I could not say it better myself. Our transition strategy in Afghanistan is timely. We must retool, recalibrate, and rebalance our global defense posture if we are to maintain our international standing. George Kennan, whose containment strategy as described in Professor John Gaddis Lewis’s recently published biography, called for a contraction of U.S. aspirations, not an expansion, would likely have agreed.

I think the new defense strategy announced by President Obama two months ago at the Pentagon has the potential to achieve the necessary refocusing and prioritization of our national security and military strategies.

Second, I believe if we are to maintain global influence, then we must take serious and urgent steps to restore our fiscal health. I found it telling when, almost two years ago, the then-Chairman of the Joint Chiefs of Staff, Admiral Mike Mullen, our top military officer, said on Capitol Hill that the nation’s top security threat was our national debt.

America climbed to its zenith in the international system by being able to draw upon a comprehensive and formidable array of economic, educational, science and technology, diplomatic, social and cultural, and military assets.

Today, however, even as our military prowess is so evident, the broad and deep foundation upon which our Armed Forces stand is eroding. I was in Australia recently and leaders there expressed worry about our country’s drift. As one Aussie political leader frankly told me: “Power and influence follow money, and right now we see a lot of money flowing out of the United States.”

We should reflect back on a history that some of us here may still recall. It was recounted to me by a group of Pashtun tribal elders during a visit to a
district in Helmand Province in southern Afghanistan, a vignette I would like to relate to you.

I travelled extensively throughout Afghanistan as a soldier and ambassador and, in the fall of 2009, flew to a rural area not long before won over from the Taliban at great cost and sacrifice by a superb battalion of United States Marines.

After receiving briefings from the Marines and State Department and USAID development officers on the ground, I was asked by the district elders to accompany them on a walk around their village. So, off I went with some twenty local leaders in their very colorful and distinctive turbans and traditional attire, together with a detachment of Marines and several young diplomats and development specialists from our Embassy Team. They led me to an irrigation canal and asked me if I knew its lineage. I did—but trying to be the good diplomat and guest—told them otherwise. They enthusiastically described to me how, from the 1950s to the 1970s, the United States government, under the leadership of USAID, had constructed the complex Helmand irrigation system and an impressive power source upstream—the mighty Kajaki Dam.

Unexpectedly, one the elders asked me through an interpreter if I knew “Rick” and, if so, what he was doing these days. I learned from him that Rick was a young USAID-hired engineer working in the district whom the elder, as a young boy, had befriended decades ago. Perhaps the elder thought I was from Rick’s tribe and was a bit disappointed when I told him we were not acquainted.

One kilometer further down the path, another elder asked me how “Bob” was doing? I found out that “Bob” was a Peace Corps volunteer who taught English to the elder and his schoolmates in the 1960s. Several of the community leaders reminisced about how Bob wore blue jeans and tennis shoes and was obviously whatever the Pashtu expression is for “an unforgettable character.” Not being from Bob’s tribe, either, I had to admit I did not know Bob.

I also discovered during the remainder of the stroll that the elders still liked to visit in their nearby provincial capital of Lashkar Gah—an area yet known to the locals as “Little America” where USAID employees lived in modest Western style homes some fifty years ago. And some of the local leaders told me that just a month prior, they had listened to a radio broadcast on Voice of America that reported the ribbon-cutting ceremony marking the reopening of the renovated Helmand Province Bost Airfield where I announced that I was standing in the shadow of United States Ambassador Sheldon Smith who first opened the airfield in 1957. To use these tribal elders’ words, they were delighted to know the old United States that they
remembered “was back.”

On my return flight to Kabul that evening, I uncharacteristically was unable to catch a few hours of needed sleep—something was bothering me. And, upon reflection, I realized it was this—that for all of the raw courage and skill displayed by the Marines I had been so proud to see in action earlier that day, the people of Helmand would not remember their efforts, critical though they were.

At the end, what gave America its distinct edge were the Ricks and the Bobs, and the comprehensive dimensions of national power that accompanied them around the world. But I worried and still worry that Rick and Bob are gone. We need them. We cannot secure our nation and our future with military might alone.

As President Eisenhower once plainly said: “There is no defense for any country that busts its own economy.”

But more—our inability to address our severe economic structural problems will have consequences that range far beyond matters of national defense and standards of living—if these problems are not attended to, they will eventually impact the very essence of who we are as Americans.

Again, from Robert Gilpin: “On the one hand, decline is accompanied by lack of social cooperation, the emphasis on rights rather than duty, and by decreasing productivity. On the other hand, the frustration and pessimism generated by this gloomy atmosphere inhibit renewal and renovation . . . For this reason, a more rational and more efficient use of resources to meet increasing military and productive needs is seldom achieved.”

Let me conclude with my third and final point, and a positive one. When I was serving in Afghanistan, I of course listened carefully to President Obama’s December 2009 speech delivered at my alma mater, the United States Military Academy, at which time he announced his decision to launch the civilian-military surge into Afghanistan to reverse the Taliban’s momentum and set the conditions for transition to Afghan leadership.

For me, the essential strategic insight was when he said: “Our prosperity provides a foundation for our power. It pays for our military. It underwrites our diplomacy. It taps the potential of our people, and allows investment in new industry. And it will allow us to compete in this century as successfully as we did in the last. That’s why our troop commitment in Afghanistan cannot be open-ended—because the nation that I’m most interested in building is our own.”

I have come back to the United States after serving five of the last ten years in Central and South Asia, and I, too, am most interested in nation building right here on the home front. And there is reason to be optimistic. The
quality of the graduate and undergraduates with whom I interact at Stanford and other universities is incredible—and they are eager to serve the country and the public welfare.

And the young Soldiers, Sailors, Airmen, Marines, and civilians with whom I have served in harm's way over the past decade are the stuff out of my friend Tom Brokaw’s *The Greatest Generation*.

They only require the right mentoring, tools, and opportunities. But, in fairness, we cannot bequeath them a ruinous debt and inadequate investments in education, infrastructure, and research & development, and expect miracles—it is our generation’s problem, and it will take unity of effort and common sacrifice to solve it.

In the course of many years of military and diplomatic service, one receives countless plaques, mementos, and keepsakes—all with significance and meaning. I have been spare in what I have kept for display.

One, a gift from my noncommissioned officers—my sergeants—when I commanded the 2nd Battalion, 87th Infantry of the 10th Mountain Division at Fort Drum, New York, from 1990–1992, I have kept on my office walls whether in China, Afghanistan, Belgium, Pearl Harbor, the Pentagon, or now at Stanford.

My Command Sergeant at that time, CSM Key, knowing that our battalion had focused on tough training and “doing things right” as we say, spent some time at the Fort Drum library, I learned later, trying to find the quote he thought would best capture my command philosophy. After many hours, he discovered one from President Woodrow Wilson, one that the President—as Commander in Chief—issued to our Armed Forces in 1917 as they prepared to enter World War I.

Now, although George Kennan did not attend Princeton until some ten years after Woodrow Wilson left his post as university president, I think Mr. Kennan—a brilliant historian and writer, in addition to being an iconic diplomat—would have endorsed President Wilson’s words of inspiration: *Let us set for ourselves a standard so high that it will be a glory to live up to it and then let us live up to it and add a new laurel to the crown of America.*

I remain convinced that America does remain the exceptional nation. But saying it is so, does not make it so. Setting a national standard so high that it will be a glory to live up to it, as Tom Friedman and Michael Mandelbaum would say: *Used to Be Us.*

And it still can be.

Again, my gratitude to the National Committee on American Foreign Policy
for having bestowed upon me such an extraordinary honor. Thank all of you.

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MR. SCOTT PELLEY: Thank you ladies and gentlemen. Thank you very much. Ambassador Eikenberry, thank you sir for that terrific speech this evening full of insight into what is happening in Afghanistan today. I had the opportunity to visit with Ambassador Eikenberry in the embassy in Kabul and spend a couple of days there. And, I tell you, it was full of great, young Americans full of energy, full of optimism, all geared toward helping that long-troubled country stand on its own two feet. And, I’ll ask you what country in the world, what country in the world, would suffer what we’ve suffered on 9/11 and spend the next ten years trying to build Afghanistan into a peaceful and prosperous democracy? Ladies and gentlemen, it is a great opportunity here to dovetail right off of Ambassador Eikenberry’s speech, he was talking about the future of this country, he was talking about entrepreneurship, talking about optimism, building of the country for the next generation and our next speaker this evening is really the embodiment of that. Dr. Paul Jacobs is the Chairman of the Board of Directors, the Chief Executive Officer of Qualcomm, which, of course, you all know as one of the world’s leading innovators in the world of mobile communications. And, I can’t think of a force that is changing the world more rapidly than mobile communications. Dr. Jacobs is not only a great global business leader but also a tremendous technological innovator. Dr. Jacobs has 35 patents to his name in addition to running Qualcomm. So, ladies and gentlemen, please, a man who has his eyes on the future of this country, please welcome Dr. Paul Jacobs.

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DR. PAUL E. JACOBS: Thank you Scott. I am honored to be here again in front of such a distinguished audience. To echo Ambassador Eikenberry’s words, America is an exceptional nation. And it is because of exceptional people like the Ambassador and others in this room. It bodes well for the future of America that we have such leaders.

I am here tonight to introduce another exceptional person, Muhtar Kent, the leader of an iconic American company and a global brand. I have a story to tell that I think captures the spirit of Coke.

Forty-one years ago, an advertising executive working for Coke named Bill Backer was on a cross-Atlantic business trip when fog forced a layover in Shannon, Ireland. Left to spend the night in a not-so-fancy hotel, many of Bill’s fellow passengers became irate. But the next day, Bill noticed that some of the angriest travelers were now relaxed and happy while waiting and sipping on bottles of Coke. On a napkin, he wrote the words, “I’d like to buy the world a Coke” as a way to capture the defusing of tension and connection between people that Coke promotes. How many of you remember that commercial? Because that song and those lyrics became one of the most successful advertisements of all time.
Now I don’t think that “Buying the world a Coke” will be the sole foreign policy recommendation of the National Committee, but there is no question that Coke has changed the world in many positive ways. We heard the story of Ambassador Eikenberry about Afghanistan. I personally know that Muhtar Kent has agreed to allow the use of Coke’s distribution channels to test a brand new cutting-edge technology to provide clean drinking water to places that lack a reliable and consistent supply. And it is a great pleasure to stand here tonight to publicly say thank you to Muhtar Kent for his decision.

Coke represents much of what is great about America. Almost from its beginning, Coca-Cola has been not only a quintessentially American product but a globally recognized brand. More than a hundred years ago, when Coca-Cola was being delivered in horse-drawn wagons, it was an international phenomenon.

And no one could be a better example and advocate of this legacy than Muhtar Kent. He is truly an international man. Born in New York to a Turkish diplomat, he was raised in his father’s homeland and then educated in Great Britain. In 1978, he responded to a newspaper ad and found himself in Atlanta, Georgia, working for Coca-Cola. For most of the next three decades, he rose through the ranks of the company beyond America’s borders—eventually rising to the post of president of Coca-Cola International, leading all of the company’s operations outside of North America. As chairman and CEO of all of Coca-Cola since 2009, he brings an international perspective to this most American of icons.

As leader of a company whose products serve as indelible symbols of America around the world, Muhtar understands the responsibility of leadership. The company Muhtar leads represents America in a million different places around the world every day—and in his commitment to sustainability and social responsibility, Muhtar represents the highest standards of corporate citizenship that make him so deserving of tonight’s Global Business Leadership Award. Ladies and gentlemen, please join me in welcoming Muhtar Kent.

MR. MUHTAR KENT: Thank you, Paul, for your kind and gracious words . . . and thank you all for this great honor.

It’s both gratifying and humbling to be recognized with this Global Leadership Award. And certainly to do so in the footsteps of last year’s very deserving and distinguished honoree, Dr. Paul Jacobs. I’m also pleased to be honored alongside your 21st Century Leaders, Brendan McGuire and Farhana Qazi . . . both of whom have already contributed much to our community. It’s particularly humbling this evening to be honored with Ambassador Eikenberry . . . a man who has dedicated his life to serving our country and advancing peace and freedom around the world.
To be sure, it isn’t every day that a guy who started out on a Coca-Cola route truck is honored by a group as distinguished as the National Committee on American Foreign Policy. My special gratitude goes to the honorable Paul Volcker (honorary chair) and Dr. George Schwab (president) who are with us tonight. I’d like to thank my good friend Hatice Morrissey for introducing me to the great work of the Committee. And I’d like to thank some very valuable Coca-Cola partners for being part of this . . . Dow, Ernst & Young, Heinz, and Wieden + Kennedy.

I would like to recognize my family—Defne my partner in life and my two children Selin and Cem—I am blessed to have them all here tonight.

I accept this award on behalf of the 700,000 Coca-Cola System colleagues around the world.

It’s been an amazing journey so far, my 34 years with Coca-Cola. I’ve traveled the world . . . met so many wonderful people . . . and experienced unforgettable sights and sounds. No question: I’ve been truly blessed. Along the way, I’ve backed into the family business. And by family business, I mean diplomacy.

As Paul mentioned, I was born here in New York when my father was a Turkish diplomat. I share my name with an earlier Muhtar Kent—a great uncle who was Turkey’s first ambassador in Washington, D.C., in the 1920s.

I grew up around the world, making friends in India, Thailand, Iran, Turkey, and England. It was, as you might imagine, the perfect preparation for my career with Coca-Cola. And then there’s the company I’m so honored to lead . . . the brand I’m so proud to represent. Coca-Cola turned 125 years young last year. We’ve gone from being sold in a single Atlanta pharmacy to becoming the world’s most-known and most-loved brand.

One of the things I love about my job is that, whenever and wherever I say I work for Coca-Cola, people understand. Even in the remotest places on Earth, no one ever says, “Coca-Cola? What’s that?” Which is very . . . special . . . indeed.

Coca-Cola’s long history is richly intertwined with the history of American foreign policy. In 1906, Coke was first bottled outside the U.S.—in Canada, Cuba, and Panama. Six years later, the Philippines became our first Asian market. Coca-Cola really took off globally, however, when General Eisenhower requested Cokes for U.S. soldiers serving overseas during World War II.

Mr. Robert Woodruff, our chairman, vowed to provide Cokes to our soldiers for a nickel apiece, no matter how much they cost to make. Ultimately, the 64 bottling plants built during the war became the basis of the global bottling system we have now.
“Coca-Cola diplomacy” began playing out in various ways around the world. There’s a story that Soviet General Georgi Zhukov became very fond of Coke in 1946, during the occupation of Germany. But the Russian hero was understandably reluctant to be seen enjoying this iconic symbol of Yankee refreshment. So, the story goes, our local guys filled it for him in nondescript, straight-sided bottles.

When Jimmy Carter visited our headquarters last year, he explained how Coca-Cola’s overseas offices served as his proto–State Department during his days as Georgia governor. Indeed, when President Carter was elected, our then-Chairman J. Paul Austin was widely rumored to be on his short list for Secretary of State. Mr. Austin worked tirelessly to forge a deal to bring Coca-Cola to Russia as part of the 1980 Moscow Olympic Games. But world events you’ll no doubt recall conspired to frustrate Mr. Austin’s best-laid plans.

Years later, when the Wall came down, we were ready . . . waiting with ice-cold Cokes in hand. In fact, I was fortunate enough to be responsible for Coca-Cola in Eastern and Central Europe during this incredible era in world history. It was an experience I’ll never forget—one enhanced greatly by the invaluable work of the American diplomatic community.

Tonight, what Coca-Cola is trying to do, globally, is really an extension of our mission: Refreshing the world. Inspiring moments of optimism and happiness. Creating value and making a difference.

We know our business can only be as strong and vibrant as the communities we serve. And we serve many. In fact, we now proudly connect with 1.8 billion consumers daily in 206 countries.

Mr. Woodruff liked to point out how everyone involved in our business was paid from the same dollar. Tonight, we would expand that to quite a few more currencies. But the principal endures.

And I personally feel so very fortunate to steward a set of brands so well-loved that they allow us to create tremendous economic value . . . Value that enriches so many people, from customers to suppliers to pensioners to NGO partners to governments, all around the world.

Tonight, our commitment to sustainability and economic empowerment extends beyond writing checks, important as that is. We’re getting mud on our boots, putting our expertise to work in areas where we feel we can make the most positive difference. Water. Packaging. Energy conservation and climate. And our communities.

Tonight, on International Women’s Day, it’s perhaps most appropriate to mention 5 BY 20—our drive to empower 5 million women entrepreneurs by 2020.
In this and a host of other ways, we’re working to make the world better. Ours is an ongoing journey, and change is constant. Indeed, one of the few other constants has been Coca-Cola’s special ability to refresh people, bring them together, and inspire moments of happiness and optimism that are so much needed today.

Across dinner tables and lunch counters . . .
Across ethnic and cultural divides . . .
Across neighborhoods and cities and borders.

And we’re delighted to be part of that, each and every day.

On behalf of my more than 700,000 Coca-Cola system colleagues, thank you again for this honor.

In a world that continues to need more than ever before a strong America and strong, smart American leadership, your work has never been more valuable. Tonight, I want to commend you . . . I want to encourage you . . . and I want to thank you for all you’re doing to advance the twin causes of freedom and peace.

Thank you very much!

Mr. Scott Pelley: Ladies and gentlemen, dessert is on the way, which means that our evening will soon be concluded. But, in conclusion, let me just say that every night this week our lead story in the CBS evening news has been datelined Damascus, Tel Aviv, Tehran, Washington—which means that these are issues that the American people care about. They are the issues that are going to form and shape the future of our country. And the National Committee has for so many decades been at the forefront of making the world a better place for human dignity, for peace and for freedom. I would like to congratulate our awardees this evening and congratulate George Schwab for leading this organization. Ladies and gentlemen, thank you very much for your support for this very worthy organization. I’ve been so pleased to be with you. Please enjoy the rest of the evening and good night!
NATIONAL COMMITTEE ON
AMERICAN FOREIGN POLICY, INC.

FOUNDER – DR. HANS J. MORGENTHAU

MORGENTHAU AWARD RECIPIENTS
Honorable Angier Biddle Duke  Honorable George P. Shultz  Honorable Thomas R. Pickering
Honorable Sol Linowitz  David Rockefeller  His Majesty King Hussein
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