

# Quest<sup>2006</sup>

**BETTER + TOGETHER**

**Noelle Price + Habitat for Humanity  
rebuild communities – and lives**

**INSIDE: HOW COCA-COLA SCHOLARS ARE  
CHANGING THE WORLD TOGETHER**



EACH YEAR, THE COCA-COLA SCHOLARS FOUNDATION AWARDS ACHIEVEMENT BASED FOUR-YEAR SCHOLARSHIPS TO 250 OUTSTANDING HIGH SCHOOL SENIORS FROM COMMUNITIES ACROSS THE NATION. IN 2006, TO COMMEMORATE ITS 20TH ANNIVERSARY, THE COCA-COLA SCHOLARS FOUNDATION INCREASED ITS COMMITMENT OF SCHOLARSHIP AWARDS FROM \$1.8 MILLION TO \$3 MILLION ANNUALLY. FIFTY OF THE AWARDS ARE FOR \$20,000 EACH, AND 200 OF THE AWARDS ARE FOR \$10,000 EACH (AN INCREASE FROM \$4,000 EACH, PRIOR TO 2006). THE COCA-COLA SCHOLARS FOUNDATION EVALUATES APPLICANTS ON THE BASIS OF DEMONSTRATED LEADERSHIP IN ACADEMICS, SCHOOL, COMMUNITY AND CIVIC ACTIVITIES, AS WELL AS PERSONAL CHARACTER AND THE MOTIVATION TO SERVE AND SUCCEED.

THE COCA-COLA SCHOLARS PROGRAM IS ONE OF THE MOST RECOGNIZED AND RESPECTED CORPORATE SPONSORED SCHOLARSHIP PROGRAMS IN AMERICA. THE PROGRAM WAS CREATED IN 1986 TO CELEBRATE THE 100TH ANNIVERSARY OF COCA-COLA AND TO ESTABLISH A LEGACY FOR THE EDUCATION OF TOMORROW'S LEADERS THROUGH COLLEGE SCHOLARSHIPS. WITH THE CLASS OF 2007, THERE WILL BE MORE THAN 3,750 COCA-COLA SCHOLARS WHO HAVE BENEFITED FROM MORE THAN \$32 MILLION IN SCHOLARSHIP AWARDS. ADDITIONALLY, A COCA-COLA TWO YEAR COLLEGES SCHOLARSHIP PROGRAM, CREATED IN 2000 THROUGH A GRANT FROM THE JOSEPH B. WHITEHEAD FOUNDATION, AWARDS OVER \$400,000 IN SCHOLARSHIPS ANNUALLY TO 400 STUDENTS ATTENDING TWO-YEAR INSTITUTIONS. THE COCA-COLA SCHOLARS FOUNDATION ALSO ADMINISTERS A NUMBER OF SCHOLARSHIP INITIATIVES FOR COCA-COLA BOTTLERS.

**COVER PHOTO:** 1990 COCA-COLA SCHOLAR NOELLE PRICE, A CARPENTER AND MUSICIAN, TEAMS UP WITH HABITAT FOR HUMANITY IN SLIDELL, LOUISIANA, TO HELP BUILD 100 HOMES IN 12 MONTHS FOLLOWING HURRICANE KATRINA.

**RIGHT:** WORKING TOGETHER IN THE COMMUNITY IS IMPORTANT TO COCA-COLA SCHOLARS FOUNDATION LEADERS SANDY WILLIAMS AND MARK DAVIS. AT LEFT, SANDY WILLIAMS WORKS ON A CHURCH RECONSTRUCTION PROJECT IN GIRDWOOD, ALASKA. MARK DAVIS, PICTURED AT FAR RIGHT, JOINS WITH HABITAT FOR HUMANITY AND COCA-COLA SCHOLARS IN SLIDELL, LOUISIANA, FOLLOWING HURRICANE KATRINA.

*If you have ever attended a Coca-Cola Scholars Banquet, you know that it is electrifying to be in the same room with a group of these extraordinary young people. Now imagine how thousands of Coca-Cola Scholars' boundless energy is rippling through the world! It is an exciting story with no end in sight – one that we're so proud to be a part of.*

*In the pages that follow, you will meet some of our many Coca-Cola Scholars who are collaborating with each other, and with the Coca-Cola system, our sponsors, special people in their lives and their communities. Their stories are about coming together to touch lives, leading together with compassion and lifting up communities with their unique gifts.*

*What we hope you take away from this year's Quest is that collaboration makes us stronger. If you're a Coca-Cola Scholar, reach out and get to know other Scholars at your school, in your city and throughout our growing network. If you're a Coca-Cola Bottler or a friend of our Foundation, consider how our talented, diverse Scholars can impact your work – whether as interns, employees, public speakers or in the community. Imagine the possibilities, as we work together!*

*With the Class of 2007, our family will grow to more than 3,750 Coca-Cola Scholars who have benefited from more than \$32 million in scholarship awards. Together we can go farther, do more, reach higher and expand our influence in more directions than we ever dreamed possible. Our Scholars show us what it means to be better together, inspiring each of us to tap into our talents, and to reach out to make a lasting difference in the world.*

**H.L. "SANDY" WILLIAMS, JR.**  
CHAIRMAN  
COCA-COLA SCHOLARS FOUNDATION  
CHAIRMAN  
CORINTH COCA-COLA BOTTLING WORKS

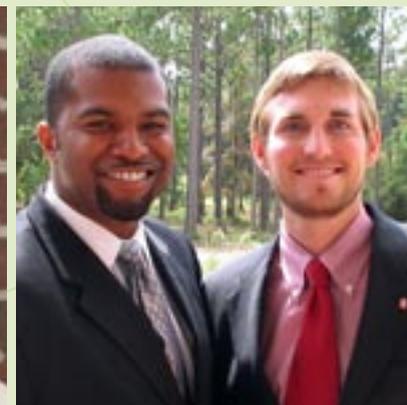
**J. MARK DAVIS**  
PRESIDENT  
COCA-COLA SCHOLARS FOUNDATION





**"Alone we can do so little; together we can do so much."**

- HELEN KELLER



# BETTER + + TOGETHER

With this issue of *Quest*, we introduce you to more than a dozen Coca-Cola Scholars who devote themselves to making a difference in the world. We hope their stories of extraordinary heart and imagination inspire you and spark ideas about the powerful ways we can work together as a force for the greater good.



“AMERICA IS A PLACE WHERE ANYTHING  
CAN HAPPEN. IF YOU ARE WILLING TO  
WORK HARD AT YOUR EDUCATION, YOU CAN  
GO ANYWHERE AND DO ANYTHING.”

**SCOTT JENNINGS AND RUDY FERNANDEZ ON THE GROUNDS  
OF THE WHITE HOUSE WHERE THEY WORK**



**SERVING**  
**OUR NATION**





**J. SCOTT JENNINGS**  
1996 COCA-COLA SCHOLAR

HOMETOWN  
Dawson Springs, Kentucky

EDUCATION  
B.A., Political Science, University of Louisville

**RODOLFO J. FERNANDEZ**  
1991 COCA-COLA SCHOLAR

HOMETOWN  
Miami, Florida

EDUCATION  
B.A., Government, Harvard University

## SCOTT JENNINGS + RUDY FERNANDEZ

Scott Jennings, 28, and Rudy Fernandez, 33, both work at the White House, and their offices are right down the hall from each other. The dynamic young leaders share more than a passion for public service – they’re both Coca-Cola Scholars who learned about their common bond after they became friends.

The White House colleagues met while working countless hours together during President Bush’s 2004 re-election campaign. Back then, Scott served as executive director for the campaign in New Mexico, while Rudy was the campaign’s Southwest regional political director.

One day, over lunch at a restaurant in Albuquerque, Rudy refused a particular drink from the server. “I jokingly said ‘All I drink is Coke because I’m a Coca-Cola Scholar,’ he says. “Scott said, ‘Me too!’ and that’s how our conversation started.”

Today Scott is special assistant to the President for Political Affairs and deputy political director, managing the President’s political affairs, playing a role in White House personnel efforts and developing communications that articulate the President’s agenda. Rudy is special assistant to the President for Intergovernmental Affairs, managing complex relationships with state and local elected officials, Indian Country tribal leaders and U.S. territories.

Both Scholars have come a long way. Scott recalls that his trip to Atlanta for the Coca-Cola Scholars Weekend was his first airplane ride, and his first exposure to other young leaders outside his small, rural hometown of

Dawson Springs, Kentucky.

“We both came from humble beginnings,” says Rudy, who graduated from a large, public high school in Miami, Florida, before heading to Harvard. “Coca-Cola not only helped pay for my education – Coca-Cola gave me confidence in myself. The fabulous way Coca-Cola treated us helped me realize I was one of tomorrow’s leaders. I’ll never forget that.”

Both Scott and Rudy agree that it is a privilege and an honor to work at the White House, and look forward to returning to their home states of Kentucky and Florida in the future to serve their local communities.

“We’re living a dream,” says Rudy. “Being the son of Cuban exiles, I’m extremely grateful for everything this country has offered my family and the millions of immigrants who come here seeking a better life. I’m very proud to serve this President.”

“America is a place where anything can happen,” says Scott. “Education is the deciding factor. If you are willing to work hard at your education and take it seriously, you can go anywhere and do anything. Rudy and I are living proof of that.”

TO FIND OUT ABOUT THESE YOUNG LEADERS’ PATH TO PUBLIC SERVICE, SEE PAGE 23. →



TASHA BYERS WITH SENATOR MARK DAYTON, WASHINGTON, D.C.

## SERVING OUR NATION

**TASHA BYERS**  
**2005 COCA-COLA SCHOLAR**

HOMETOWN  
**Maple Grove, Minnesota**

EDUCATION  
**Sophomore, University of St. Thomas, majoring  
in Political Science**

## NETWORKING FOR GOOD

Tasha Byers, a 2005 Coca-Cola Scholar from Maple Grove, Minnesota, was among hundreds of Scholars who came together during networking events hosted by Coca-Cola Scholars this year in cities across the country. Tasha interned for Senator Mark Dayton in Washington, D.C., so the timing was ideal for her to attend a D.C. reception in June. There, she met White House staffers Rudy Fernandez and Scott Jennings as well as other Coca-Cola Scholars pursuing public service careers.

“Knowing that my career in politics has just begun, Scott and Rudy were gracious enough to encourage me and provide me with sound advice regarding politics and internships,” says Tasha, a 19-year-old sophomore majoring in political

science at St. Thomas University. “It was the first time I had interacted with older Scholars, and my positive experience assured me that if I decide to pursue politics, I’ll have a wonderful support system with fellow Coca-Cola Scholars.”

“The reception reinforced for me that time flies. You have to make every second count,” says Rudy. “Mentoring younger people is something I enjoy; I want to continue to help younger Scholars like Tasha.”

Adds Scott, “If I could give one piece of advice it would be, ‘Don’t ever look back over your shoulder and regret something you could have done.’ Always make the most of every opportunity.”

LEARN MORE: [www.dayton.senate.gov](http://www.dayton.senate.gov); [www.stthomas.edu](http://www.stthomas.edu)

## → CONNECTING WITH COCA-COLA ←



### CAMP COCA-COLA

Coca-Cola Scholars Scott Basinger, Jamaal Barnes, Jaci Wilkening, Rebekah Hurt and Jordyn Field spent their summer inspiring and preparing Boston-area teens from disadvantaged circumstances to rise to their leadership potential and shine throughout their communities. The Scholars (pictured above) worked at Camp Coca-Cola New England, run by Crossroads for Kids in Ashby, Massachusetts.

"Coca-Cola Scholars add another leadership dimension to everything we're teaching the kids at Camp Coca-Cola," says Deb Donohoe, executive director, Crossroads for Kids. "Coca-Cola has already invested in these young people who are achieving great things, so they're ideal role models for younger people. Scholars are committed to Coca-Cola and really want to give back – not only to our kids but also to Coca-Cola."

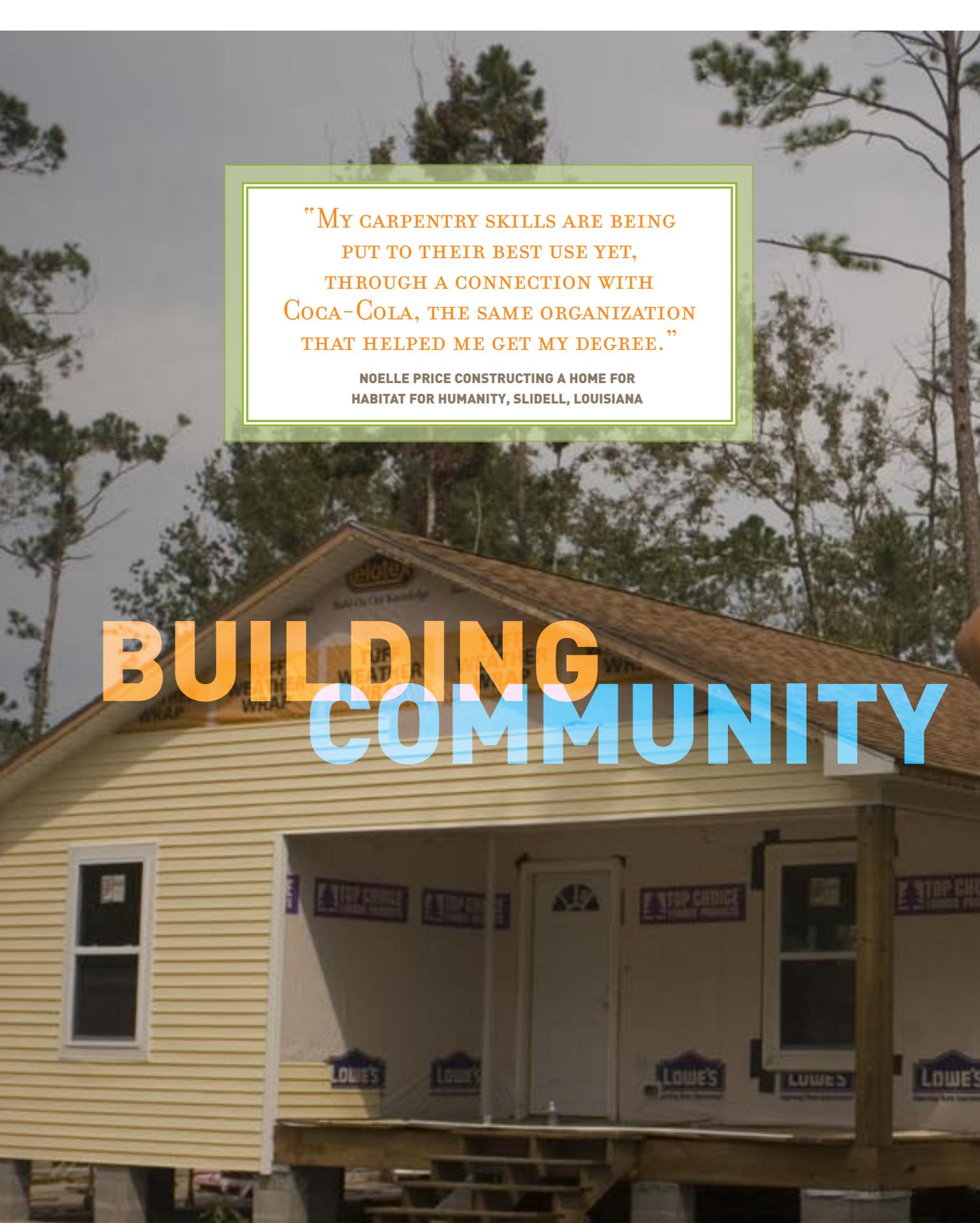
Camp Coca-Cola's five-year leadership development program is geared toward under-resourced kids ages 13 to 15. In addition to Camp Coca-Cola New England, camp locations include St. Louis, Texas and Atlanta.

To learn more about Camp Coca-Cola, including future employment opportunities, visit [www.campcocacola.org](http://www.campcocacola.org).

“MY CARPENTRY SKILLS ARE BEING PUT TO THEIR BEST USE YET, THROUGH A CONNECTION WITH COCA-COLA, THE SAME ORGANIZATION THAT HELPED ME GET MY DEGREE.”

NOELLE PRICE CONSTRUCTING A HOME FOR HABITAT FOR HUMANITY, SLIDELL, LOUISIANA

# BUILDING COMMUNITY







**NOELLE PRICE**

**1990 COCA-COLA SCHOLAR**

**HOMETOWN**

**San Diego, California**

**EDUCATION**

**B.S., Pure Mathematics,  
University of California, Santa Barbara**

St. Tammany  
What for Humanity?  
me about the  
Recovery

## BUILDING COMMUNITY

# NOELLE PRICE + HABITAT FOR HUMANITY

Noelle Price, 33, a finish carpenter and musician, was working on high-end homes in Montecito, California, when she heard the devastating news about Hurricane Katrina. The storm may have hit thousands of miles away, but her desire to do something – anything – hit her close to home.

An e-mail from the Coca-Cola Scholars Foundation would soon change Noelle's life. In January 2006, she joined three dozen Coca-Cola Scholars who volunteered with East St. Tammany Habitat for Humanity, in Slidell, Louisiana (just northeast of New Orleans), for what she thought would be a week-long experience.

"I was inspired seeing the way Coca-Cola Scholars all tore into the dirtiest and most disheartening tasks," she says. "We managed to make a direct connection between the work we were doing and the people we were helping."

On her plane trip back to California, Noelle began mapping out a plan to return to Louisiana to do more. By June, she was back in Slidell, with plans to volunteer for Habitat until February 2007.

Scott Pointer, resource manager, East St. Tammany Habitat for Humanity, explains that the affiliate has an ambitious goal to build 100 homes in 12 months, a dramatic increase from the two homes it typically built annually before Katrina hit.

"The need for decent, affordable housing in our parish has skyrocketed, and it's hard to find skilled volunteers," he explains. "Noelle can lead groups and get work done at a very professional level, and her passion, dedication and ability to interact with people is incredibly inspiring and

motivating. Even if a skilled volunteer joins us for a week, it makes a difference. For Noelle to commit six to eight months to us is phenomenal! We're extremely grateful to her, and to all of our Coca-Cola Scholar volunteers."

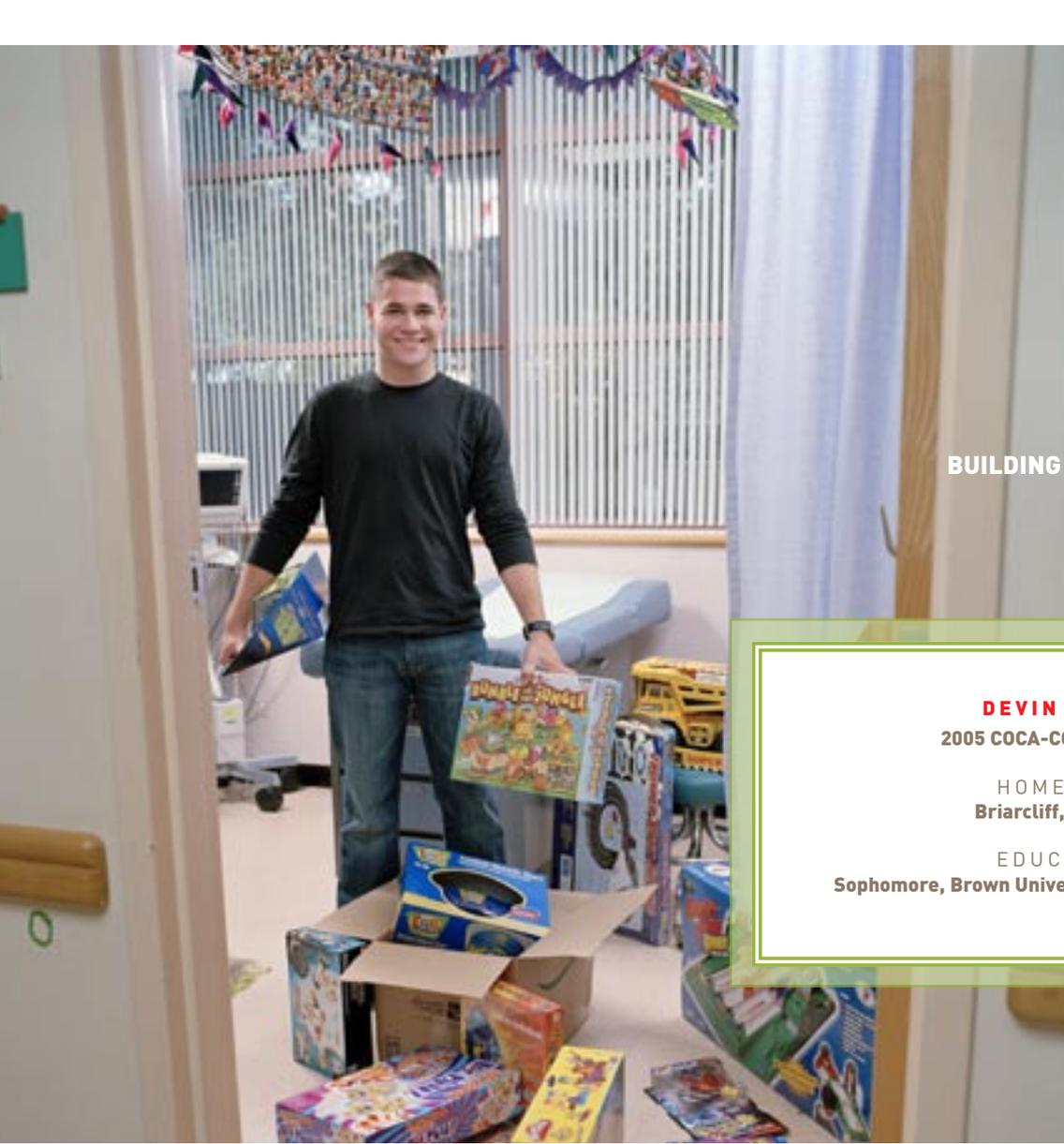
"Knowing that the destruction and disruption of homes and families and lives stretches for hundreds of miles, sometimes our work feels like a drop in the bucket," says Noelle. "At the same time, every Habitat home that comes into the permanent ownership of a low-income family is vital to their ability to stay in the community they call home, and to be a part of its rebirth."

Noelle dreams of starting a mental health non-profit agency dedicated to helping people transition successfully to independent living, based on a similar program she created when she was a mental health counselor in California.

"My life has taken me in directions I never would have guessed when I became a Coca-Cola Scholar in 1990," she says. "Singer and songwriter? Mental health counselor? Strangest of all, carpenter? All of a sudden, my carpentry skills are being put to their best use yet, through a connection with Coca-Cola, the same organization that helped me get my undergraduate degree. In a way, it completes a circle in my life."

TO READ THE LYRICS OF A SONG NOELLE WROTE ABOUT HER HABITAT FOR HUMANITY EXPERIENCE, SEE PAGE 22. →

LEARN MORE: [www.esthfh.org](http://www.esthfh.org) (East St. Tammany Habitat for Humanity);  
[www.noelleprice.com](http://www.noelleprice.com)



**BUILDING COMMUNITY**

**DEVIN COHEN**  
**2005 COCA-COLA SCHOLAR**

HOMETOWN  
**Briarcliff, New York**

EDUCATION  
**Sophomore, Brown University, majoring in History**

## HOSPITAL HERO

When Devin Cohen was 10 years old, his mother began treatment for a rare genetic disorder at Westchester Medical Center, Valhalla, New York. He often accompanied her to the oncology unit when she was receiving her infusions, where he observed many young, sick children who were bored, lonely and scared.

Devin took action, and his collaborative idea quickly took off. While in high school, he raised \$150,000 worth of goods for 26 children’s hospitals nationwide, working with leading local and national businesses to deliver toys, game systems, electronics, baby equipment, back-to-school outfits, makeovers, gift cards and other essential items to children in need. Devin also founded a teen committee for Westchester’s Children’s Hospital and launched a “Walk the Walk” fundraiser which raised \$600,000 in 2006 alone.

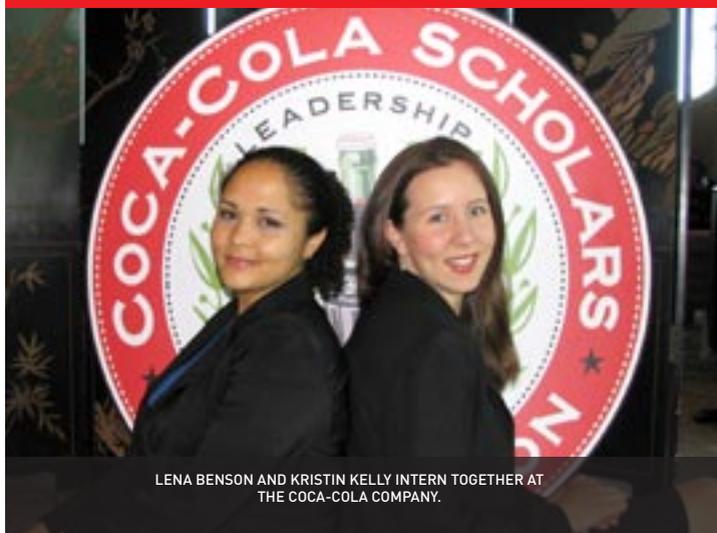
Devin, who became a Coca-Cola Scholar in 2005, was recently seeking phone cards for patients and their families. Coca-Cola Scholars Foundation banquet sponsor Sprint Nextel quickly stepped in to help, generously donating cards to Devin’s cause.

“People have to use pay phones in the hospital, and often can’t talk to their loved ones because they can’t afford it,” says Devin. “Sprint Nextel came to our rescue.”

“Devin was very professional, and we were happy to respond,” says Scott Pursell, client executive, Sprint Nextel. “It’s so encouraging to see how Coca-Cola Scholars want to create a better world. These young people are all fantastic individuals and we’re proud to get involved with Coca-Cola Scholars like Devin, and with Coca-Cola, to support education and the community.”

LEARN MORE: [www.wcmc.com](http://www.wcmc.com); [www.brown.edu](http://www.brown.edu)

## → CONNECTING WITH COCA-COLA ←



LENA BENSON AND KRISTIN KELLY INTERN TOGETHER AT THE COCA-COLA COMPANY.



LEFT TO RIGHT: J. MARK DAVIS, PRESIDENT, COCA-COLA SCHOLARS FOUNDATION, WITH INTERNS KRISTIN KELLY AND LENA BENSON, AND E. NEVILLE ISDELL, CHAIRMAN, BOARD OF DIRECTORS, AND CEO, THE COCA-COLA COMPANY

## ATLANTA INTERNS

Coca-Cola Scholars Kristin Kelly (2003) and Lena Benson (2002) got an insider's view of The Coca-Cola Company this summer as interns for the Worldwide Public Affairs and Communications group in Atlanta.

"Our internship program is one more way to continue Coca-Cola Scholars' tie with our Company," says Rocky Rief, director of Public Policy, Trends and Insights and leader of the group's internship program. "Kristin and Lena continue the great success our group has had with past Coca-Cola Scholars including Jorge Casimiro, Angela Harrell and Karyn Dest. We credit Patti Ross and the Coca-Cola Scholars Foundation for sending us highly-qualified applicants who are ideal candidates for our unique needs."

Kristin and Lena were among eight interns competitively selected from 125 applicants for the summer program. Their diverse assignments included researching trends, contributing to publications, coordinating special events and working with other interns to develop strategies for an internal communications campaign.

"Kristin is bright, a quick learner, very flexible at taking on new things and mindful of her longer-term projects," says Rocky, Kristin's supervisor. "She went above and beyond on every task, and was a joy to work with."

Adds Phil Mooney, director of the Company's Archives department, "Kristin's intellectual curiosity and understanding of historical research helped us create a powerful publication for Coca-Cola Latin America's centennial anniversary. Her background contributed greatly to what will become a standard reference work for years to come."

"From the day Lena arrived, she was highly motivated to ensure her intern experience with The Coca-Cola Company was as rich as possible," notes her supervisor Lee Winfield, director, Executive Communications. "Lena enthusiastically embraced every opportunity that came her way. A dynamic self-starter, she took the initiative in her dealings with the functional management team to learn from them. And she immersed herself in a wide variety of

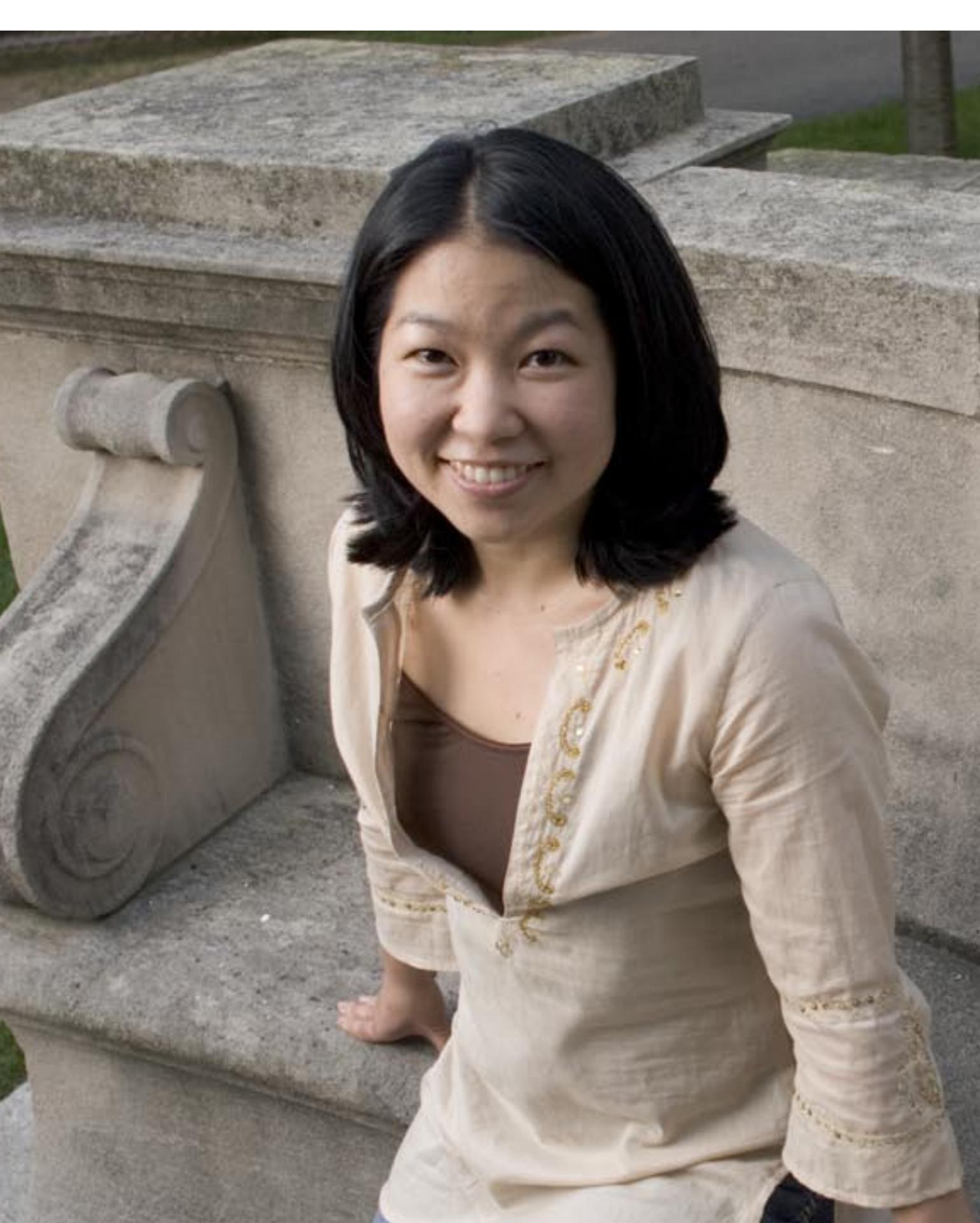
subject areas from Issues Management to Corporate Reports to Corporate Citizenship. All the while, she was an absolute pleasure to deal with and very eager to learn. Lena has a very bright future ahead of her."

Kristin, from Chappaqua, New York, is a senior at Princeton University majoring in history. Lena, from Greenville, South Carolina, graduated from Wake Forest with degrees in political science and communications, and recently began a Fulbright Teaching Assistantship in Innsbruck, Austria.

"It's been fun to see how the Company works and be a part of it," says Kristin. "Lena and I became good friends, and we were able to spend time with the Foundation staff and other Atlanta Scholars too. Being a Coca-Cola Scholar is like being part of a family."

"My connection to Coke has changed my life many times over," says Lena. "In terms of the business world, it is hard to feel alone when you have such an extensive and caring network in The Coca-Cola Company and the Coca-Cola Scholars Foundation."

For more information about future internship opportunities contact [scholars@na.ko.com](mailto:scholars@na.ko.com)



# LEARNING AND TEACHING

“YOU WITNESS THE KIND OF DETERMINED EFFORT STUDENTS INVEST, AND IT MAKES YOU WORK JUST AS HARD TO SUPPORT THEIR LEARNING AS BEST AS YOU CAN.”

**DORI ASPURU-TAKATA, ON THE  
HARVARD UNIVERSITY CAMPUS, BOSTON, MASSACHUSETTS**

A portrait of Dori Aspuru-Takata, a woman with dark hair, smiling, wearing a light-colored top with gold embroidery. She is standing in front of a brick wall with green ivy on the right side.

**DORI ASPURU-TAKATA**  
1992 COCA-COLA SCHOLAR

HOMETOWN  
Honolulu, Hawaii

EDUCATION  
A.B., English Literature, Harvard University; M.A., English, Leicester University; Ph.D. candidate, University of California Berkeley

## LEARNING AND TEACHING

### DORI ASPURU-TAKATA + EDUCATION

Born and raised in Honolulu, Hawaii, Dori Aspuru-Takata, 32, returned to her former high school as an English teacher for two years before pursuing her Ph.D. from the University of California Berkeley. Back at her high school, she taught alongside many of her former teachers, including Charles Proctor, a dedicated mentor who helped shape her outlook on teaching, learning and life.

“As students in Mr. Proctor's Shakespeare class, my classmates and I learned that he had little tolerance for sloppy thinking and expected our best effort, but we also got to know his sense of humor, his readiness to recognize individual strengths, and his concern for all students,” wrote Dori in a moving tribute to Mr. Proctor upon his retirement in 2006.

“When I returned to Iolani to teach, fresh from college and fired up with more enthusiasm than experience, Mr. Proctor entrusted me with his Shakespeare class,” she wrote. “It was a sacrifice for him because he loved teaching Shakespeare. He was an expert mentor, all the while treating me, a fledgling teacher, as a respected colleague.”

Dori views Mr. Proctor as one example among countless unsung individuals who have been inspiring and generous as she pursues her goals of continued teaching and research. “My grandma, mom, and older sister sacrificed so much and worked so hard so that I could have the opportunities they didn't have,” she says. “I feel unspeakably grateful, and I try my best to honor what I've been given. It's

really the people who labor behind the scenes often unacknowledged – entire communities – who are most responsible for any substantial advancement.”

Today Dori is completing her dissertation at Harvard as an exchange scholar from the University of California Berkeley. Although she doesn't know precisely how her journey will unfold, she describes her life's path as a circle of departures and returns – from Hawaii, to Harvard, back to Hawaii, to Berkeley, and now back to Harvard – with strong ties to each community.

“As much as I love Hawaii and will always consider it home, I'd like to think that one can create opportunities to work for the common good regardless of physical location. I want to contribute to the ongoing dynamic of teaching and learning,” says Dori, who plans to teach at the university level. “My former students inspire me and keep me going with their perseverance, motivation, and ambition to help others. You witness the kind of determined effort students invest, and it makes you work just as hard to support their learning as best as you can.”

FOR MORE ABOUT DORI'S TEACHING PERSPECTIVE, AND HER ADVICE FOR YOUNGER COCA-COLA SCHOLARS, SEE PAGE 22.→

LEARN MORE: [www.iolani.org](http://www.iolani.org); [www.berkeley.edu](http://www.berkeley.edu)



## LEARNING AND TEACHING

**HAROLD B. PETTIGREW, JR.**  
1997 COCA-COLA SCHOLAR

HOMETOWN  
Washington, D.C.

EDUCATION  
B.A. in Political Science, North Carolina State University; Master's in Urban Planning, NYU

**WILL QUICK**  
2003 COCA-COLA SCHOLAR

HOMETOWN  
Florence, South Carolina

EDUCATION  
Senior, North Carolina State University, majoring in Biomedical Engineering and Political Science

## CAMPUS MENTORING

Will Quick, student body president of North Carolina State University (NCSU), found an inspiring mentor in Harold Pettigrew long before the two realized they were Coca-Cola Scholars. Harold, 27, a 1997 Coca-Cola Scholar who graduated from NCSU in 2002, served as former student body president. Today Will, a 2003 Coca-Cola Scholar and senior at NCSU, holds the same position. The two met at a leadership conference, and since then Harold has counseled Will on everything from re-election strategies (both have experienced wins and losses) to his platform and the true meaning of leadership.

"Harold helped me understand that you don't need to have a title to make a difference," says Will, who notes that one of his proudest achievements was leading a campus-wide effort to raise \$130,000 for the American Red Cross following Hurricane Katrina before he became student body president this year.

Harold is a strong leader who enjoys mentoring his younger counterparts. "When I was a counselor at a

LeaderShape conference, Will was a participant with great leadership potential. He had just run for student body president and lost – I shared my similar experience with him, stressing that it's not about the position, but rather about leading with sincerity and passion," says Harold, who today is special assistant to the general manager of the Washington Metropolitan Area Transit Authority, Washington, D.C.

Will's recent discovery that he and Harold were both Coca-Cola Scholars forged an even stronger bond between them. "I interact with a number of Coca-Cola Scholars on campus," explains Will. "Larry Moye (2004) is now my director of government relations, and his older sister Holly (2002) is a good friend of mine. I wondered whether other leaders I knew might be Coca-Cola Scholars too. When I searched the Coca-Cola Scholars Web site's alumni section, I found out about Harold! He is a great mentor, and we plan to keep in touch in the future."

LEARN MORE: <http://students.ncsu.edu>

## → CONNECTING WITH COCA-COLA ←



### SWIRE COCA-COLA ROAD TRIP

"Drinks Like a Soda, Kicks like an Energy Drink" was Wesley Mitchell's mantra as he traveled 15,000 miles and gave out more than 100,000 samples of VAULT during his unique summer job with Swire Coca-Cola USA. Wesley, a 2005 Coca-Cola Scholar from West Wendover, Nevada, drove a gigantic International CXT truck on Swire's behalf, offering VAULT samples to people attending popular summer events like rodeos and

concerts. At 21 feet long, and with a cab towering nine feet from road to roof, the truck attracted long stares and large crowds as Wesley traveled through parts of Idaho, Utah, Nevada, California, Wyoming, Colorado and Arizona.

"It was an awesome road trip," says Wesley, a sophomore double-majoring in business administration and political science at Linfield College, McMinnville, Oregon.

Wesley landed the job after reconnecting with Jack Pelo, president and CEO of Swire Coca-Cola USA. (The two met at the 2005 Coca-Cola Scholars Banquet in Atlanta.)

"When Swire asked me if I was interested, I applied for the job, and was lucky enough to be hired," says Wesley. "It's been exciting to join the Coca-Cola family, and I'm really grateful to Swire for this incredible opportunity."

If you are a Coca-Cola Bottler interested in hiring Coca-Cola Scholars for internships, please contact Carolyn Norton, Coca-Cola Scholars Foundation Program Coordinator, [cnorton@na.ko.com](mailto:cnorton@na.ko.com).



## TEACHING PERSPECTIVE

*Upon reflection, I think my teaching philosophy for the classroom fits my perspective on everyday life. I'd encourage future Coca-Cola Scholars to appreciate the intrinsic value of every person — including yourself. By deeply valuing ourselves and each other, we actually increase the collective value. We create an environment where good has a chance to grow, where we all have the necessary space and the security to make mistakes, to confront struggle and failure, and hopefully to progress. If I were to quote my mentor Charlie Proctor — and parents everywhere — I'd advise Coca-Cola Scholars to "try to be good. We do not need to be perfect. We do need to be good." And we need to appreciate the good through our daily actions.*

Dori Aspuru-Takata,  
1992 Coca-Cola Scholar

Noelle Price composed Pontchartrain Prayer Flags to describe her Habitat for Humanity volunteer trip with Coca-Cola Scholars in January 2006. "Caitlin Yerkes (2000) and I were clearing debris, and kept coming across strings of beads in the strangest locations. Caitlin said, 'They're like prayer flags,' and I knew exactly what she meant. The song was born from there."

To hear the song, go to [www.noelleprice.com/music\\_files/ppf.mp3](http://www.noelleprice.com/music_files/ppf.mp3)

## PONTCHARTRAIN PRAYER FLAGS

*mardi gras beads  
stringing through the branches of a flood-borne tumbleweed  
looks like pontchartrain coughed up a christmas tree  
and they're saying it's eight grand now  
just to start over  
it'll cost eight grand just to strip it down to bare studs  
but there are hands  
here and there  
a bit of mildly moldy hope  
cut with a mucky breed of prayer*

*yeah they're hanging like prayer flags  
shining from the depths of a dirty lake  
you don't have to be a poet to want to think they're trying to tell  
you something  
a word of comfort  
a battle cry  
or just there adding irony to tragedy  
or to put the sparkle back in louisiana's eye  
they won't spell it out for you  
but they will sing and shout for you  
when your heart's got stuck in your throat and silenced you*



## THE PATH TO PUBLIC SERVICE

*Rudy Fernandez (1991) and Scott Jennings (1996) are friends, Scholars, and special assistants to the President. They both had a track record of public service long before they joined the White House and their journey to serve is far from over.*

*Rudy formerly served as deputy assistant secretary for Governmental Affairs at the United States Department of Transportation. Prior to that, he was the Southwest regional political director for Bush-Cheney '04, managing President Bush's re-election campaign in six states. Rudy also played a leading role in the development and implementation of the Bush-Cheney Hispanic outreach strategy, and was the director of Grassroots Development for the Republican National Committee.*

*Similarly, Scott's path to the White House began early. While at the University of Louisville, he was chairman of the McConnell Center for Leadership Studies and vice-chairman of the College Republicans. He was a news anchor and reporter for radio and television stations in Louisville and studied in China before serving in various public service capacities including political director for Senator Mitch McConnell's 2002 Senate campaign, working for President Bush's election and re-election campaigns, and serving as press secretary for Kentucky's state Senate President and communications director for the Republican party of Kentucky.*

*Wrote Scott in his 1996 Coca-Cola Scholars biographical questionnaire, "The American Dream is to do better than your parents did...I need to attend college and be involved in all the public service organizations that I can. I have a sincere desire to leave the woodpile higher than I found it." Wrote Rudy in 1991, "The day I am satisfied with my accomplishments is the day I will be of no further use in this world, and I am too young to die...I am living proof that regardless of who a person is, or where a person comes from, in the United States a person is only limited by his imagination."*

*helen gets up  
leaves the fema trailer for her pickup truck  
helps drag debris with an eye out for anything worth saving  
and sure she's got her troubles  
and this wasn't her house  
but this is no kind of time for minding your own  
caitlin smiles at her  
puts on a purple strand she's only half unearthened  
and winds a gold one in her hair*

*yeah they're hanging like prayer flags  
shining from the depths of a dirty lake  
you don't have to be a mystic to be listening for what they're saying  
a word of comfort  
a battle cry  
or just there adding irony to tragedy  
or to put the sparkle back in louisiana's eye  
they won't lift a thing for you  
but they will shine and sing for you  
because that's all those brilliant beads know how to do*

*mardi gras beads  
stringing through the branches of a flood-borne tumbleweed  
looks like pontchartrain coughed up a christmas tree*



**Noelle Price,**  
1990 Coca-Cola Scholar

# REALIZING DREAMS

**“You have made powerful my belief that I can actually accomplish what my heart desires.”**

– Nancy Hernandez, Coca-Cola Two-Year Colleges Scholarship Recipient

A Coca-Cola Two-Year Colleges Scholarship Program, established in 2000 through a grant from the Joseph B. Whitehead Foundation, awards over \$400,000 annually to 400 outstanding students attending two-year institutions.

Meet Nancy Hernandez, Emily Cecil and Susan McNally, three Coca-Cola Two-Year Colleges Scholarship recipients who juggle school, work and family, yet still find time to volunteer in their communities. They’re among thousands of two year college recipients who are realizing their hopes and dreams with help from the Coca-Cola Scholars Foundation.



**EMILY CECIL**

HOMETOWN  
**Fennville, Michigan**

EDUCATION  
**Completing Associate's Degree,  
Lake Michigan Community College**

I'm a 32-year-old married mother of two, and I graduated from high school 14 years ago. When I finally realized what I wanted to do as a career, I started going to Lake Michigan Community College. The staff has been wonderful as I transition from mom to student, and they encouraged me to apply for a Coca-Cola Scholarship. I was so excited and grateful when I learned that I was selected! Right now I'm working toward my associate's degree, and I plan to transfer to a four-year university when I graduate to pursue a career as a registered dietician.

Both of my children have had open heart surgery and health issues that prevented me from going to school until now. Keeping my kids healthy is really important to me, and eating a heart-healthy diet is part of our lifestyle. That's part of the reason I want to become a dietician.

I love helping others. I started a program at my church to benefit abused and battered women – we call it "Christmas in July." We stock pantries in the summer months, and just finished our third annual drive. I also coordinate two Red Cross blood drives,

and drive shut-ins to their doctors' appointments and to the grocery store. I've been helping one shut-in for two years, and we've become friends; I've even coached her and helped her lose over 100 pounds!

My plan is to finish my associate's degree, and then transfer directly to a three-year master's program to complete my studies. It's a great honor to be recognized by Coca-Cola, and I'm so proud of my Coca-Cola scholarship.

**SUSAN MCNALLY**

HOMETOWN  
**Longview, Washington**

EDUCATION  
**Associate's Degree, Lower Columbia College;  
Junior, Western Washington University, majoring in Math**



As a 34-year-old single mother of two young children, I have overcome many obstacles in completing my first two years of college at Lower Columbia College in Longview, Washington. I'm majoring in math, and would like to become a community college math instructor, so that I can give back to others who share situations similar to mine. I'll start Western Washington University as a junior, with plans to earn a bachelor's and a master's degree. My Coca-Cola Scholarship makes a huge difference to me, and I'm very grateful.

There are so many success stories

that emerge from two-year schools, and I'm proud to have planted solid roots in this environment. I've worked hard to maintain a 3.9+ GPA, and this past spring earned a place on the All-USA Academic First Team for Community and Technical College students. I was also named the 2006 New Century Scholar for Washington State. I tell you this, because every single scholarship I've been awarded has been crucial to my educational career, and I hope that all of my sponsors share in my academic successes. Without your financial support, and others, my

academic career surely would have taken a different path.

I want you to know how important scholarships are to college students like me. Without opportunities like this to advance our careers and improve our lives – for ourselves and our families – worry and frustration would otherwise set in. Every dollar contributed to the front end of our education pays a dividend tenfold on the back end, and gives us the peace of mind that comes with realizing our goals and dreams. Thank you, Coca-Cola, for helping support my dream!



**NANCY HERNANDEZ**

HOMETOWN  
**Tucson, Arizona**

EDUCATION  
**Associate's Degree, Western College;  
Junior, University of Arizona, majoring in Accounting**

I'm 20 years old, and I go to the University of Arizona where I'm majoring in accounting and possibly also Spanish and Mexican-American studies. I transferred here from Western College, a community college in San Luis, Arizona.

On my educational journey, I've learned that there is always a way to believe in myself and never give up. Just over three years ago, the parents of a young Mexican girl decided that after commuting every day from Mexico to the fields of Arizona and California, it was time to move to the United States. That girl, of course, was me. I am a first-generation student and I have seen how my parents have struggled to see my sisters and me succeed. Both of them are farm workers, as I myself have been. My

parents are my main motivation. I just need to look at them to know that I have a mission and a dream. It doesn't matter how long it takes. I will do it.

When I first came to this country, I felt like I didn't belong. I had to learn a new language, and I felt terribly isolated. Fortunately, people and organizations like yours helped me get back on track. I can say now that I will achieve my dreams.

I truly want to thank everyone at the Coca-Cola Scholars Foundation. It is such an uplifting sensation to know that there is someone who cares about you, and a relief to know that your hard work is recognized. You have made powerful my belief that I can actually accomplish what my heart desires.

I have learned to work even harder and to be persistent. I have learned, too, that being an ideal student is more than just maintaining a high GPA. Being a real student involves commitment to community service, leadership and, overall, learning to overcome barriers. It has been a great honor to become an All-USA Academic Team Scholar and an Arizona New Century Scholar, and I hope I'm an example who inspires and encourages other people.

Financially, my Coca-Cola Scholarship has been a tremendous help. I want to help open the doors to others who are looking for a better life, and a better education. Thank you, Coca-Cola, for supporting me to do what I like the most: to learn and to give back.

## → CONNECTING WITH COCA-COLA, LOCALLY ←

*Behind each Coca-Cola Scholarship, there's a talented young person who's going on to a brighter future, thanks in part to our Bottlers' support.*



KIM SCHERGEN, COLD DRINK ACCOUNT MANAGER, COCA-COLA ENTERPRISES, CONGRATULATES 2006 COCA-COLA SCHOLAR KELLI POINTER AND HER EDUCATOR OF DISTINCTION DEBORAH LARSEN, SPECIAL EDUCATION DEPARTMENT CHAIR, AT HOMEWOOD FLOSSMOOR HIGH SCHOOL, FLOSSMOOR, ILLINOIS.

"Supporting the Coca-Cola Scholars Program is extremely important, because it shows that we're actively involved in supporting our local communities," says Kim Schergen, Cold Drink Account Manager, Coca-Cola Enterprises. "The Foundation honors amazing young adults like Kelli who have accomplished so much in such a short time. Presenting the scholarship to Kelli is something I'll never forget. Kelli told me she was so happy that someone from Coca-Cola came to present the scholarship to her since many other scholarships awarded that night were handed out by school faculty."

# BETTER + + TOGETHER



Whenever and wherever a group of young leaders gather, there are bound to be Coca-Cola Scholars in the crowd. These nine Coca-Cola Scholars, who were also selected as Presidential Scholars, took a moment to pose in front of a Coca-Cola vending machine during the Presidential Scholars National Recognition Weekend held in June 2006 in Washington, D.C. Pictured from left to right are:  
Bottom row: Keija Tang (MA), Joshua Archibald-Seiffer (ID), Theresa Anderson (WI), Raj Ranade (CT);  
Second row: John Zhou (ME), Sameer Gupta (GA), Rachel Esplin (ID), Ashley Brisco (KY), Linda Yao (WV)

**Do you want to get in touch with a Coca-Cola Scholar, or with someone else in our Coca-Cola family?** We're here to help you network, collaborate and build relationships. If you're a Coca-Cola Scholar, visit [www.coca-colascholars.org](http://www.coca-colascholars.org) and link to the alumni section of the site. Our web site will soon be under reconstruction, so call us if you can't find what you need. If you're a Coca-Cola associate, or someone else associated with the Coca-Cola Scholars Program, simply send an email to Carolyn Norton, Coca-Cola Scholars Foundation program coordinator ([cnorton@na.ko.com](mailto:cnorton@na.ko.com)). Imagine what we can do, and the difference we can make by collaborating, and finding innovative ways to be **BETTER TOGETHER!**

# Board of Directors

**H.L. "SANDY" WILLIAMS, JR.**  
CHAIRMAN,  
COCA-COLA SCHOLARS FOUNDATION

CHAIRMAN,  
CORINTH COCA-COLA BOTTLING WORKS

**JACK PELO**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
SWIRE COCA-COLA

**BRIAN E. WYNNE**  
VICE PRESIDENT NORTH AMERICAN HUMAN RESOURCES  
COCA-COLA ENTERPRISES INC.

**WILLIAM W. DOUGLAS, III**  
SENIOR VICE PRESIDENT & CHIEF FINANCIAL OFFICER,  
COCA-COLA ENTERPRISES INC.

**INGRID SAUNDERS JONES**  
SENIOR VICE PRESIDENT, CORPORATE EXTERNAL AFFAIRS,  
THE COCA-COLA COMPANY

**CLAUDE B. NIELSEN**  
CHAIRMAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
COCA-COLA BOTTLING COMPANY UNITED, INC.

**J.A.M. "SANDY" DOUGLAS, JR.**  
PRESIDENT,  
COCA-COLA NORTH AMERICA

**RONALD D. WILSON**  
PRESIDENT AND CHIEF OPERATING OFFICER,  
THE PHILADELPHIA COCA-COLA BOTTLING COMPANY

**HAGER RAND**  
CHAIRMAN AND PRESIDENT,  
DURHAM COCA-COLA BOTTLING COMPANY



## Coca-Cola Scholars Foundation staff

members administer and oversee the programs of the Coca-Cola Scholars Foundation. Sustaining a connection between Coca-Cola Scholars, as well as creating new connections between Coca-Cola Scholars and other Program constituents, is among the staff's highest priorities.

**J. MARK DAVIS**  
PRESIDENT

**PATRICIA A. ROSS**  
VICE PRESIDENT

**JANE HALE HOPKINS**  
VICE PRESIDENT OF FINANCE

**CAROLYN W. NORTON**  
PROGRAM COORDINATOR

**RYAN R. RODRIGUEZ**  
PROGRAM COORDINATOR

**ERICIA A. WARD**  
PROGRAM COORDINATOR



COCA-COLA SCHOLARS FOUNDATION  
P.O. BOX 442  
ATLANTA, GA 30301-0442

NONPROFIT  
ORGANIZATION  
U.S. POSTAGE  
**PAID**  
PERMIT NO. 4900  
ATLANTA, GA

DO NOT FORWARD  
ADDRESS CORRECTION REQUESTED



**To reach QUEST:**

Mail: Patti Ross, Vice President  
Coca-Cola Scholars Foundation, Inc.  
P.O. Box 442, Atlanta, GA 30301-0442  
Phone: (800) 306-COKE  
Fax: (404) 733-5439  
E-mail: [scholars@na.ko.com](mailto:scholars@na.ko.com)  
Internet: [www.coca-colascholars.org](http://www.coca-colascholars.org)

**EDITORIAL STAFF**

PRESIDENT	<b>J. MARK DAVIS</b>
VICE PRESIDENT	<b>PATTI ROSS</b>
COORDINATOR	<b>PATTI ROSS</b>
EDITOR/WRITER	<b>LISA SPLITLOG</b>
DESIGN	<b>LUCID PARTNERS</b>