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HOME EDITION

Coke chief to peers: *Do more for your city*

Olympic bid: A leader of leaders picks the right forum, the right time to challenge the upper echelon of business to prepare for 1996 and beyond.

By Melissa Turner
STAFF WRITER

In a rare appearance before the city's business leaders, Coca-Cola Chairman Roberto C. Goizueta on Thursday issued a clarion call to prepare the city for the 1996 Olympics and beyond.

Though he is considered the city's most influential business leader, Goizueta's speech to the Commerce Club was his first address ever regarding the city's leadership and its future.

His message was clear: Atlanta's business community must emerge from behind the scenes and take a leadership role in supporting initiatives designed to help Atlanta shine during the Olympics and improve the quality of life in the city for everyone.

"The real business of Atlanta is to create a dignified quality of life for all its citizens," Goizueta said.

He chided business for failing to rally behind the bond referendum but suggested it has been given a second chance. He urged business leaders to embrace the \$149 million bond referendum to help rebuild the city's crumbling infrastructure.

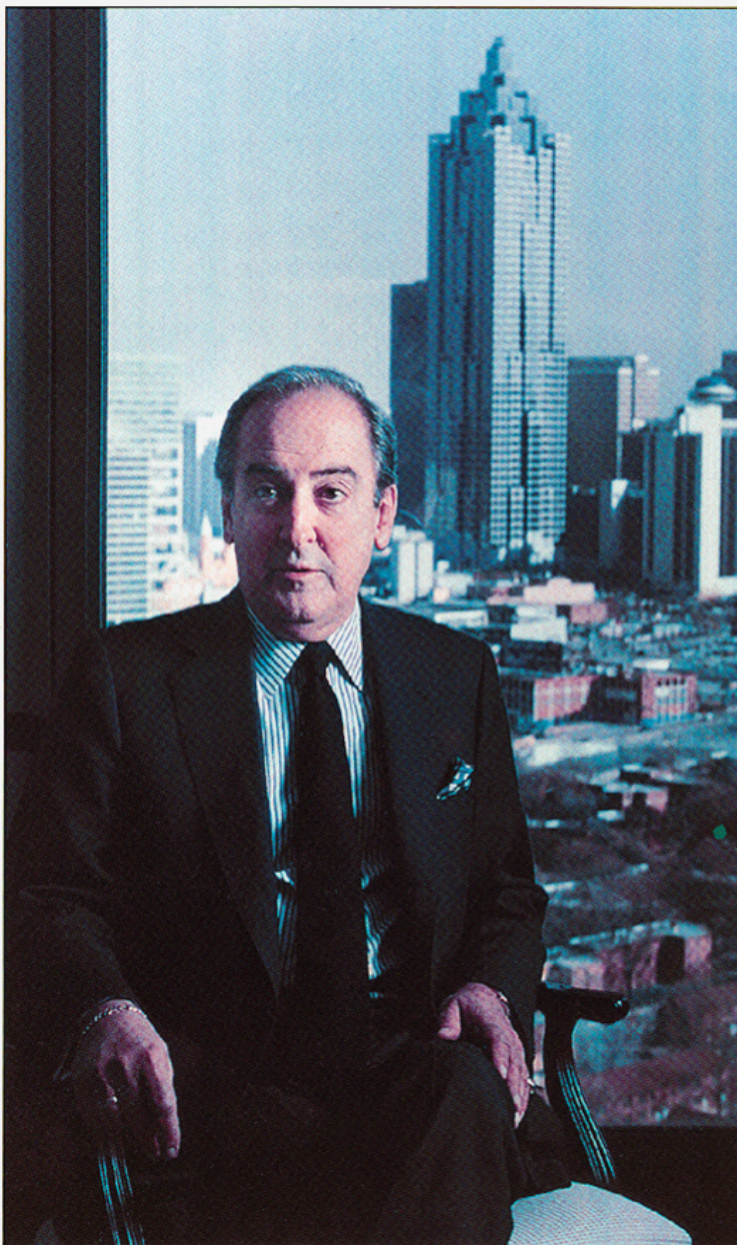
Goizueta picked the right pulpit at exactly the right time to issue his challenge to his peers in the upper echelon of business.

He talked to the uncertainty hanging over the city as the 1996 Olympics thunder toward Atlanta, and the concern of some that the Games will be a social and financial burden and "embarrass us in front of the world."

And, indeed, the city's efforts to finance infrastructure and even cosmetic improvements in time to host the world in 1996 so

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Environmental concerns of Lillehammer await our attention **A17**



JONATHAN NEWTON / Staff

The skyline rises outside the offices of Coca-Cola's Roberto C. Goizueta, who earlier made his first address ever regarding the city's future.

"The real business of Atlanta is to create a dignified quality of life for all its citizens."

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ROBERTO C. GOIZUETA

Goizueta: A leader challenges his peers

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far have been unsuccessful, paralyzed by politics and lack of resources.

"Like it or not, we in this room are facing a wide range of issues that will do much to determine the future of our city," he said.

Goizueta, as the leader of leaders, didn't need to offer a checklist of programs. But there was little doubt among his audience that the Coke chairman would like to see a reclamation of Downtown and the creation of Centennial Olympic Park. He is also known to feel strongly about building better educational opportunities and recreational programs for children.

Raymond Riddle, president of National Service Industries and one of the city's business leaders, got the message.

"He gave us direction, a pretty good blueprint of what we should be thinking

about and focusing on," Riddle said. "He blessed the Downtown rebuilding activities as being important."

In laying out the blueprint, Goizueta cited Coca-Cola's decision to place the World of Coca-Cola museum next to Underground Atlanta. "We knew at the time that the future vibrancy of Downtown depended upon the success of Underground Atlanta," he said.

"There are plenty of examples of businesses doing the right thing for their communities because they know it is the best thing for their own long-term success," he said.

He noted Georgia State University's steps in revitalizing the Fairlie-Poplar district through its fund-raising campaign to renovate several buildings, including the Rialto Theatre for its music school.

And he pointed to the business com-

munity's decision to get involved in the Atlanta school board elections, backing certain candidates and "taking responsibility for making sure our school system got the leadership it needed."

He suggested business should become as involved with other issues.

"We must not only take a bigger seat at the table, we must also help build a table that is big enough and strong enough to hold our entire city together," he said.

"He was dead on target," said Atlanta builder Herman J. Russell, after the standing ovation that followed Goizueta's address. "He told the business community we've got to do more. This is our city. And we've not done enough.

"When someone of Roberto's stature lays it out like that," Russell said, "he gets the attention of everyone in this room."