TO: Senator Dole FR: Kerry

RE: Heinz Awards January 26, 1995 Statuary Hall

\*The Heinz Awards were established by Mrs. Heinz and the Heinz Family Foundation. They are \$250,000 awards that will be presented to leaders in five areas that were of importance to Senator Heinz: technology, public policy, environment, arts, and the human condition.

\*Approximately 300 guests will be attending the first Heinz Awards ceremony. The program is as follows:

\*Invocation by Reverend Leon Sullivan
\*Remarks by James Billington, Librarian of Congress
\*Remarks by Senator Dole
\*Remarks by Teresa Heinz
\*Award presentations

\*Senators Moynihan, Lugar, and Stevens will assist in the presentation of awards.

Award recipients are:

Technology: Andrew Grove, founder of Intel Corporation

Public Policy: James Goodby, former Ambassador to Finland and expert in nuclear negotiations

Environment: Paul and Anne Ehrlich, scientists, and authors of books dealing with overpopulation.

Arts and Humanities: Henry Hampton, documentary producer

Human Condition: President and CEO of a New York City program that deals with problems of inner city youth.

1m.26

**IT'S AN HONOR TO WELCOME** YOU TO THE UNITED STATES CAPITOL, AND TO JOIN IN THIS VERY SPECIAL CEREMONY. I SPEAK TODAY ON BEHALF OF ALL THOSE IN THE SENATE AND THE HOUSE WHO WERE PRIVILEGED TO KNOW JOHN HEINZ AS A COLLEAGUE AND A FRIEND.

MUCH CAN BE SAID ABOUT THE LIFE AND LEGACY OF THIS **REMARKABLE PUBLIC SERVANT. BUT NO ONE CAN DESCRIBE HIM** BETTER THAN TERESA DID IN A SPEECH SHE MADE LAST YEAR. THESE WERE THE WORDS SHE USED: "JOY. OPTIMISM. CURIOSITY. A WILLINGNESS TO TAKE RISKS. A LOVE OF PEOPLE. A **BELIEF THAT HE COULD MAKE THE** WORLD A BETTER PLACE. AND THE

GRITTY DETERMINATION TO MAKE IT HAPPEN."

**NO DOUBT ABOUT IT, THAT WAS** JOHN HEINZ. AND WHEN YOU PUT ALL THOSE WORDS TOGETHER, YOU HAVE ARRIVED AT THE DEFINITION **OF THE WORD "LEADERSHIP."** JOHN HEINZ WAS MANY THINGS. HUSBAND, FATHER, SENATOR, PHILANTHROPIST. BUT ABOVE ALL, HE WAS A LEADER.

WITH SO MANY ISSUES **CROSSING YOUR DESK IN THIS JOB**, IT'S TEMPTING TO HAVE **EVERYTHING BOILED DOWN TO A** ONE PAGE MEMO. BUT SENATOR HEINZ WAS DIFFERENT. WHEN HE GRABBED HOLD OF AN **ISSUE--AND IT USUALLY WAS A** COMPLEX ONE--HE WOULDN'T LET

GO UNTIL HE KNEW EVERYTHING THERE WAS TO KNOW. WHATEVER THE ISSUE--TRADE, TECHNOLOGY, SOCIAL SECURITY, HEALTH CARE, THE ENVIRONMENT--WE ALL REGARDED JOHN HEINZ AS AN EXPERT, AND WE ALL LOOKED TO HIM FOR LEADERSHIP.

AND HOW FITTING IT IS THAT

THE HEINZ FAMILY FOUNDATION JoHノ HONOR MITH AWARDS,

**HONORING OUTSTANDING** 

LEADERSHIP IN THE AREAS IN

WHICH HE WAS MOST ACTIVE.

IT IS ALSO FITTING THAT WE GATHER TODAY IN A ROOM THAT PAYS TRIBUTE TO SOME OF AMERICA'S GREAT LEADERS. SOME WERE POLITICIANS AND PUBLIC SERVANTS. BUT MANY OTHERS CAME FROM THE HEARTLAND OF AMERICA.

PEOPLE LIKE FLORENCE SABIN, WHO BROKE THROUGH BARRIERS TO BECOME ONE OF THE MOST INFLUENTIAL SCIENTISTS OF OUR TIME.

ALSO IN THIS ROOM IS A STATUE OF ROBERT FULTON, HOLDING A MODEL OF HIS INVENTION THAT WOULD CHANGE THE FACE OF AMERICA.

AND MARCUS WHITMAN, A NEW YORK PHYSICIAN, WHO GAVE UP HIS PRACTICE TO HELP BLAZE THE TRAIL TO THE AMERICAN WEST.

THE MEN AND WOMEN WE HONOR TODAY ARE ALSO TRAILBLAZERS. LIKE JOHN HEINZ, EACH USED THEIR LEADERSHIP TO MAKE A DIFFERENCE, AND EACH HAS HELPED TO ENSURE THAT **AMERICA'S BEST DAYS ARE YET TO** COME.

CONGRATULATIONS TO YOU, TERESA, FOR YOUR VISION IN LEADING THE HEINZ FAMILY FOUNDATION, AND BEST WISHES

# **TO ALL TODAY'S AWARD**

# **RECIPIENTS.**

# THE H E I N Z AWARDS

Page 11 of 21



The Heinz Awards celebrate the Spirit of John Heinz... husband, father, friend, philanthropist, art lover, outdoorsman, environmentalist, and caring public servant.

# INTRODUCTION

THE MAKING OF A TRIBUTE IS A DIFFICULT THING, ESPECIALLY WHEN the goal is to honor someone as complex and multi-faceted as my late husband. I realized early on that, for John Heinz, no static monument or self-serving exercise in sentimentality would do. The only tribute befitting John Heinz would be one that celebrated his spirit by honoring those who live and work as he did.

The Heinz Awards were born of that realization. They are intended to recognize outstanding achievers in the five areas to which John devoted the lion's share of his energies. But they are meant less as a reward than as a reminder — a reminder of what can happen when good people, regardless of who they are or where they come from, set out to make a difference.

John Heinz was a dedicated achiever, but he was distinguished mostly by intangible qualities of mind and spirit: intellectual curiosity; a love of people; an informed optimism; a willingness to take risks; a passion for excellence; a belief that he could make the world a better place; the gritty determination to make it so, and, above all, a contagious joy in life. These are the qualities celebrated by the Heinz Awards. They are, I believe, the qualities that make up what we think of as the American spirit. That phrase has been so overused that, too often, it is either dismissed out-of-hand or mindlessly embraced. Neither should happen. The spirit it denotes is essential to our future, as a country and as a people, and it survives in us only to the extent that we remember the stuff that it is made of — the very same qualities of heart and mind.

These qualities are characteristic of all six of our winners. Henry Hampton, Paul and Anne Ehrlich, Geoffrey Canada, James Goodby and Andrew Grove have little in common except this: By virtue of a personal vision, they all have changed the world for the better and are continuing to do so.

We live in cynical times, and one aspect of that cynicism is the corrosive notion that individuals are powerless to make a difference. But history is still made by people, one person at a time. Our first recipients of the Heinz Awards illustrate just how much we can do when we apply ourselves and care enough to try.

Teresa Heinz

Teresa Heinz, chairman Heinz Family Foundation

# Arts and Humanities



### HENRY HAMPTON

Henry Hampton receives the Heinz Award in Arts and Humanities for his creativity, his curiosity and his seriousness of purpose, as manifested in the outstanding contributions of Blackside, Inc., the independent film and television company he founded in 1968.

From modest beginnings, Blackside has become one of the most successful independent production companies in the world. But success hasn't changed Henry Hampton, who, remembering his early struggles, regularly mentors young minority filmmakers.

Among Blackside's productions are the landmark television series Eyes on the Prize I and II. Other Blackside documentaries have included The Great Depression, Malcolm X, and the recentlybroadcast America's War on Poverty.

Hampton's work and that of his producing team, has been described as "history as poetry" — but it is not the kind of poetry that sugar-coats difficult and divisive issues. He believes that Americans of all races must truly understand their past before they can deal with the present, much less master the future.

HENRY HAMPTON GREW UP IN ST. LOUIS. AFTER DECIDING against a career in medicine, he went to work as an editor, and later as director of information, for the Unitarian Universalist Church. When a Unitarian minister was killed in Selma, Alabama, the church leaders, including Hampton, went to the South to join Dr. Martin Luther King, Jr.'s march.

During this first visit to the deep south, Hampton started to think about capturing the struggle for civil rights on film. He had no experience, but he set about learning. Questioning the conventional approaches, he and his colleagues slowly began devising a unique style for Blackside's work. Finally he was ready to make exactly the kinds of documentaries he envisioned.

*Eyes on the Prize* has received six Emmys, a Peabody, and an Academy Award nomination. It has been broadcast around the world, and is used as a teaching tool on as many as half of four-year college campuses in the U.S.

Henry Hampton pushes his company to deal with what he calls "messy history" — the kind that doesn't supply the neat conclusion the public so often wants. He believes that media can help people use the perspective history offers as they deal with contemporary problems.

Despite the weighty issues with which his films deal, Henry Hampton remains an optimistic man. He is undeterred by the effects of both childhood polio and of a more-recent cancer. His vision of a just and compassionate future for all Americans fuels his spirit and permeates his work.

# THE ENVIRONMENT



### Paul and Anne Ehrlich

Paul and Anne Ehrlich receive the Heinz Award in the Environment in recognition of their thoughtful study of difficult environmental issues, their commitment to bringing their findings to the attention of policy makers and the public, and their willingness to suggest solutions.

Anne and Paul Ehrlich have been producing important scientific research for over three decades. But they are distinguished by their passionate determination to communicate their findings to non-scientific audiences. They have long seen it as their responsibility to alert humanity to the dangers of ecological carelessness and arrogance. This perspective, uncommon among scientists, has made them the target of sometimes strident criticism, which they accept with grace as the price of forthrightness.

They are distinguished as well by their willingness to offer and seek solutions to the problems they identify. Their prescriptions, sometimes misrepresented as draconian, are rooted in the same Judeo-Christian principles that are the source of the Ehrlichs' profound ethic of stewardship. It would be difficult to name any other couple who have made such a long-standing and substantive contribution to scientific and policy understanding of population, environment, and resource issues. As scientists, authors and educators, Paul and Anne Ehrlich have for 30 years devoted themselves to enhancing public understanding of a wide range of environmental issues, including conservation biology, biodiversity and habitat preservation.

The basis of the Ehrlichs work has always been their science, and they have compiled an important body of scientific research over the years. But it is for their environmental advocacy, particularly in the area of population, that the Ehrlichs are most well known to the general public, and little wonder. Paul Ehrlich made a memorable debut on the world scene with the publication of his 1968 book, *The Population Bomb*, in which he warned that the Earth's resources could not indefinitely support the planet's growing population. In a 1990 sequel, *The Population Explosion*, Anne and Paul Ehrlich provided an unflinching update.

Setting forth challenging but prescient work was to become a hallmark of the Ehrlichs' careers. Several decades ago, the Ehrlichs were the first to raise the alarm about a possible resurgence of infectious diseases, another controversial theory now taken seriously.

Paul Ehrlich, who is Bing Professor of Population Studies in the Department of Biological Sciences at Stanford University, and Anne Ehrlich, senior research associate in biology and policy coordination at Stanford's Center for Conservation Biology, which the couple founded, have never suggested that population issues represent the whole of the planet's problems. In fact they have been forceful advocates for broadening the agenda of the environmental movement to include such issues as biodiversity, poverty, consumption, carrying capacity, energy supplies, agriculture and food, global warming, nuclear weapons, international economics, environmental ethics, and sustainable development.

The Ehrlichs have displayed rare leadership in seeking to translate meaningful science into workable policy. Far from being prophets of doom, they are spirited optimists, whose unrivaled contributions have flowed from a belief that the future is still ours to make.

# THE HUMAN CONDITION



# GEOFFREY CANADA

Geoffrey Canada receives the Heinz Award for the Human Condition in recognition of his battle against what he calls the "monsters" preying on the children of the depressed inner-city. As President and CEO of the New York-based Rheedlen Centers for Children and Families, he not only has created model programs, but sets an example for all adults wanting to protect children from crime, drugs, lawlessness and despair.

Geoffrey Canada knows life in the inner city at first hand. It's where he grew up, and he remembers what it's like to be a child there. "I haven't forgotten about the monsters," he says. "I remember being small, vulnerable and scared."

Geoffrey Canada was one of those rare and fortunate young men and women who are able to rise above and move beyond the inner city. Once they leave, they rarely return. But Canada did return, motivated by a desire to save young people whose lives might otherwise be snuffed out by bullets or smothered by hopelessness. He decided to live in Harlem, the community in which he works, in order to provide what, in his own youth, he so wished for: a role model. He is optimistic in seeking practical answers to what pessimists view as intractable problems. The fact that he has no illusions is the very thing that makes him so effective. GEOFFREY CANADA GREW UP POOR ON WELFARE, IN A HOUSEHOLD headed by a single woman in the blighted tenements of New York's South Bronx. Despite the many things he did not have, he realized what he did have: a hard-working and loving mother who gave him a strong set of values, a deep sense of responsibility, a belief in the importance of education, and an almost ardent commitment to make things better not only for himself, but for those around him.

In 1963, having completed his graduate education, he joined the staff of the New York-based Rheedlen Centers for Children and Families. He was named its President/CEO in 1990. At Rheedlen, he has been instrumental in creating or developing such programs as Rheedlen's Beacon School, Community Pride, the Harlem Freedom Schools, and Peacemakers.

The Beacon Schools program uses public school buildings to provide inner-city families with safe shelters and constructive activities 17 hours a day, 365 days a year. There are now 37 Beacon Schools in New York. The program has been replicated in Connecticut, Illinois, and California.

To combat the culture of violence in the inner-city, Canada conceived of the Peacemakers Program. He was concerned by the media's easy promotion of violence as a way of settling disputes, and he set out to develop an alternative: a program to teach children how to use communication to resolve conflicts. His Peacemakers curriculum trains young people in conflict resolution, mediation, and violence prevention and reduction techniques. He is the author of the forthcoming *Fist Stick Knife Gun*, a book on conflict resolution.

Geoffrey Canada believes that, if today's urban youth are to be convinced that a disadvantaged background does not demand despair or dictate defeat, they must have real role models and real heroes. And they need them on the spot: successful, educated men and women who continue to live alongside them in their communities, shop at their stores, play in their parks, and ride the buses and subways just as they do. Geoffrey Canada's life teaches by example.

# PUBLIC POLICY



# Ambassador James Goodby

Ambassador James Goodby receives the Heinz Award for Public Policy. Virtually unknown to his countrymen or to the world, Ambassador Goodby is a quiet titan in the delicate, high stakes arena of international nuclear weapons negotiations.

Both the esoteric and security-sensitive nature of his specialty have required him to work almost entirely behind the scenes. But for more than four decades, under nine Presidents, James Goodby has made the world a safer place, beginning with his leadership of the effort to achieve a nuclear test ban treaty in the 1950s and 1960s. After retiring from the foreign service in 1989, Ambassador Goodby was called back into service in 1993 to serve as Chief U.S. Negotiator for the Safe and Secure Dismantlement of Nuclear Weapons. He negotiated over 30 agreements with several former Soviet Republics to assist in the dismantling of nuclear weapons, preventing weapons proliferation and converting military facilities to civilian enterprises.

As Secretary of Defense William Perry has written, "Jim's life has been dedicated to serving the public and humanity. He is an unselfish individual who is touched by the needs of others and responds in a vigorous way to bring about change." JAMES GOODBY CAME OF AGE IN THE SHADOW OF THE ATOMIC BOMB. The post-war years — the late 1940s and early 1950s — saw the disintegration of wartime alliances and the escalation of East-West tensions. Goodby graduated from Harvard in 1951 and entered the foreign service in 1952. With the exception of the two years he served as U.S. Ambassador to Finland (1980-1981), most of his career has dealt with international peace and security negotiations.

His reputation as a negotiator quickly spread through foreign policy and government circles: he was strong and dependable; he was smart; and he seemed to have the knack for devising creative solutions to complicated questions. While assigned to the U.S. Mission to NATO in the early 1970s, he negotiated alliance positions on human rights and security provisions for the Conference on Security and Cooperation in Europe, many of which became part of the Helsinki Final Act. After a stint as vice chairman of the U.S. delegation to the Strategic Arms Reduction Talks (START), he became head of the U.S. delegation to the Stockholm Conference on Confidence and Security Building Measures and Disarmament in Europe in 1984. In that position, he negotiated the framework that laid the basis for negotiations on conventional force reductions in Europe. Former Secretary of State George Shultz, who describes Goodby as a "thoroughly laudable person," has written that "Ambassador Goodby got the ball rolling very effectively, standing up to the Soviets and rallying our allies."

Praise for his accomplishments makes James Goodby, now a Distinguished Service Professor at Carnegie Mellon University in Pittsburgh, Pa., uncomfortable. A native New Englander, he modestly demurs: "Where I come from, we don't feel comfortable with such talk... I had a lot of people to help me do it."

It may surprise some that a single individual, bucking modern media worship by purposely eschewing publicity, could make such a difference to the fate of the world. But James Goodby, compelled to a life of public service by a desire to make the world a safer place, offers reassurance that there still exist in America men and women with brilliant minds and distinguished careers who need nothing more than the inner satisfaction of a vision fulfilled and the knowledge that they have truly made a difference.

# TECHNOLOGY AND THE ECONOMY



# ANDREW S. GROVE

Andrew Grove receives the Heinz Award for Technology and the Economy in recognition not just of his astounding technological and business accomplishments, but also of his determination and vision. In a story as old as America, those traits transformed him from a young immigrant into a leading figure in the birth of the information society.

His accomplishments range from the technical to the commercial, from contributing to the development of the microprocessor chip — perhaps the most important advancement in the history of computing — to helping create the personal computer industry. As more Americans start traveling down the information highway, at speeds and prices to their liking, a tip of their symbolic hats to Andy Grove would be in order.

More than an engineering genius, he is an enlightened corporate executive and employer whose ability to nurture talent is legendary. His peers as well as his employees call him Andy, and that speaks volumes about the man's character, about his approach to business and, most certainly, about his approach to life. A NATIVE OF HUNGARY, ANDREW GROVE FLED DURING THE 1956 Soviet invasion. When he arrived in New York, he was twenty years old, had only a few dollars in his pocket, and knew even fewer words of English.

The boy from Budapest has lived the quintessential American success story. By working any job he could find, he put himself through New York's City College, earning a BS. in Chemical Engineering. He received his masters and Ph.D. from the University of California at Berkeley.

Andrew Grove has played perhaps the pivotal role in the development and popularization of the 20th century's most remarkable innovation — the personal computer. The technologies pioneered by Grove and his associates, first at Fairchild Semiconductor and then at Intel, which he co-founded in 1968, made the entire personal computing revolution possible. The world has barely begun to scratch the surface of the technological and economic benefits that revolution can bring.

No stranger to controversy, Andrew Grove has shown an ability to learn from experience. And, while others panicked over problems or setbacks, he has always managed to maintain his focus on what is important and what he does best: developing even faster, more affordable and more powerful technology.

Thanks in large measure to Andrew Grove's genius and vision, millions of people now have instant and inexpensive access to the kinds of information and entertainment about which even the elites of previous generations could only dream.

# JURORS

### ARTS AND HUMANITIES

J. CARTER BROWN, Director Emeritus, National Gallery of Art LYNNE CHENEY, Distinguished Fellow, American Enterprise Institute for Public Policy FATHER LEO O'DONOVAN, President, Georgetown University MSTISLAV ROSTROPOVICH, Conductor Laureate, National Symphony Orchestra STEVEN SPIELBERG, Amblin Entertainment WILLIAM STRICKLAND, Executive Director, Manchester Craftsmen's Guild FELISA VANOFF, Owner, Sunset Gower Studios W. RICHARD WEST, Director, National Museum of the American Indian

JAMES WOLFENSOHN, Chairman, Kennedy Center for the Performing Arts

### Environment

DEVRA DAVIS, Senior Advisor, Health and Human Services DANIEL GARCIA, Senior Vice President, Warner Bros. JOHN HOLDREN, Professor, University of California-Berkeley THOMAS LOVEJOY, Smithsonian Institution WILLIAM MCDONOUGH, Dean,

University of Virginia School of Architecture THE HONORABLE WILLIAM REILLY, Senior Fellow, World Wildlife Fund PHILLIP SHABECOFF, Publisher, Greenwire RICHARD VIETOR, Senator John Heinz Professor of Environmental Management, Harvard Business School WREN WIRTH, Chairman, Winslow Foundation

### HUMAN CONDITION

JAMES BURKE, Chairman Emeritus, Johnson & Johnson JOSEPH CALIFANO, Chairman and President, Center on Addiction and Substance Abuse EUGENE COTA-ROBLES, Professor Emeritus, University of California-Santa Cruz The Honorable John Danforth, former United States Senator The Honorable William Gray, President,

United Negro College Fund LUCY НАСКNEY, Founder, Pennsylvania Partnerships for Children FRED ROGERS, President, Family Communications THOMAS STARZL, MD, Director, Transplantation Institute, University of Pittsburgh Medical Center

### PUBLIC POLICY

THE HONORABLE HOWARD BAKER, former United States Senator WILLIAM CRONON, Professor, University of Wisconsin-Madison Claire Fagin, The Leadership Professor,

University of Pennsylvania School of Nursing David Hamburg, President, Carnegie Corporation of New York The Honorable James Hunt, Governor of North Carolina Bruce MacLaury, President, The Brookings Institution The Honorable Ray Marshall, Lyndon Johnson School of Public Affairs, University of Texas Andrea Mitchell, Chief Foreign Affairs Correspondent, NBC News Reverend Leon Sullivan, President, International Foundation

### TECHNOLOGY AND THE ECONOMY

for Education and Self Help

Daniel Burton, President, Council on Competitiveness Robert Mehrabian, President, Carnegie Mellon University The Honorable William Reinsch

RICHARD SIMMONS, Chairman, Allegheny Ludlum Corporation JON VAN, Computer and High Tech Editor, Chicago Tribune THOMAS WEISEL, Chief Executive Officer, Montgomery Securities JOHN WHITEHEAD, Chairman, AEA Investors, Inc. MARINA V. N. WHITMAN, Professor, University of Michigan

S CCU

# DIRECTORS

### Teresa Heinz Ronald R. Davenport Wendy Mackenzie Joan D. McCauley The Hon. William W. Scranton Theodore E. Stebbins, Jr. S. Donald Wiley

The Heinz Awards are administered by and are the primary activity of the Heinz Family Foundation.

Design: Mark Friedman & Associates Honorees Photography: © Jim Harrison, 1994 Printed on recycled paper with soybean inks

# THE FIRST ANNUAL HEINZ AWARDS

### JANUARY 26, 1995 · STATUARY HALL UNITED STATES CAPITOL BUILDING

INVOCATION INTRODUCTION

WELCOME

OPENING REMARKS

The Reverend Leon Sullivan The Honorable James Billington Librarian of Congress The Honorable Bob Dole Majority Leader, United States Senate Teresa Heinz Chairman, Heinz Family Foundation

### HONOREES

ARTS AND HUMANITIES HENRY HAMPTON Documentary Filmmaker Presenter: J. Carter Brown Director Emeritus, National Gallery of Art

ENVIRONMENT PAUL EHRLICH AND ANNE EHRLICH Scientists, Authors and Educators Presenter: The Honorable Timothy Wirth Undersecretary of State for Global Affairs

HUMAN CONDITION GEOFFREY CANADA Child Welfare Advocate Presenter: The Honorable Daniel Patrick Moynihan United States Senator

PUBLIC POLICY Ambassador James Goodby Arms Control Negotiator Presenter: The Honorable Richard Lugar United States Senator

TECHNOLOGY AND THE ECONOMY ANDREW GROVE Computer Pioneer Presenter: The Honorable Ted Stevens United States Senator

CLOSING REMARKS Teresa Heinz

Page 21 of 21