



ROOTS of PEACE

ROOTS OF PEACE
&
THE UNITED STATES DEPARTMENT OF STATE
PROUDLY PRESENT

A Harvest of Hope

TURNING MINEFIELDS INTO BOUNTIFUL VINEYARDS



*December 3, 2008
Washington, D.C.*



MESSAGE FOR ROOTS OF PEACE 'HARVEST OF HOPE'

*December 3, 2008
Washington D.C.,*

Dear Friends,

It gives me great pleasure to welcome you to the United States Department of State tonight to commemorate this Harvest of Hope for Afghanistan with Heidi Kuhn and Roots of Peace.

The U.S. government has contributed over \$1.3 billion to destroy the explosive remnants of war, clear contaminated land and returned it to productive use. But governments alone cannot solve this problem. When the State Department's Public-Private Partnership Program for Humanitarian Mine Action was created in 1997, we had no idea that it would grow to more than 60 partners today and generate tens of millions of dollars in private contributions. Roots of Peace was an early member of this partnership program and we have been proud to work with them for the past eight years. We also recognize the commitment and support of Secretaries of State Albright, Powell, and now Rice to return mine-affected land to safe and productive use.

Tonight, we join with Roots of Peace to honor its supporters who have helped revitalize agriculture in the Shomali Valley of Afghanistan. Working with the State Department, other governments, international organizations, private businesses, individuals and most of all, with the people of Afghanistan, Roots of Peace has helped return some of the most fertile land in the region to Afghan farmers, allowing them to provide food for their families and exporting fruits to neighboring states.

We are especially pleased to honor two outstanding individuals, Ambassador Said Tayed Jawad of Afghanistan and Gillian Sorensen of the United Nations Foundation, for their efforts to make the world a safer place, free from the threat of landmines and explosive remnants of war. They have been key figures in spurring the international community to action.

My heartfelt thanks to Heidi Kuhn and Roots of Peace for sharing their Harvest of Hope with all of us this evening. Their contributions to mine-impact-free communities in Afghanistan, Angola, Cambodia and Croatia will continue to motivate and inspire. Thank you, and may we continue to plant "roots of peace" around the world.

Mark Kimmitt

Assistant Secretary of State
Bureau of Political – Military Affairs

Harvest of Hope Event

“Mines to Vines” Reception
Thomas Jefferson Room
Tribute to America’s First Vintner

“Harvest of Hope” Dinner
Benjamin Franklin Room

Mistress of Ceremonies:
ABC7 News Anchor, Cheryl Jennings, San Francisco

Welcoming Remarks:
Assistant Secretary of State, Mark Kimmett

Opening Song: “America The Beautiful”
Performed by David Jenkins, Pablo Cruise Band & Lorin Rowan, Rowan Brothers

Presentation of Roots of Peace Global Citizen Awards 2008
Gary and Heidi Kuhn, Founders, Roots of Peace

Gillian Sorensen, Senior Advisor, United Nations and
former Assistant Secretary-General to the United Nations

Said Tayeb Jawad, Afghan Ambassador to the United States of America

Interfaith Blessing:
Noah Griffin, Poet

GALA DINNER
“The Central Garden of Asia”
featuring a menu of bountiful agricultural crops restoring Afghanistan.

Dessert Song
“Roots of Peace—The Harvest Will Be Found”

“Mines to Vines” Toast

Closing Song—“Love Will Find A Way”



The Roots of Peace Story

ROOTS OF PEACE BEGAN WITH A SIMPLE TOAST OF “MINES TO VINES” FOLLOWING THE DEATH OF THE LATE PRINCESS DIANA IN SEPTEMBER 1997. FROM THE HEART AND HOME OF A CALIFORNIA WIFE AND MOTHER, SHE IMAGINED A WORLD WHERE THE SCOURGE OF LANDMINES MAY ONE DAY BE REPLACED WITH BOUNTIFUL VINEYARDS. THIS EPIPHANY OF TURNING BLOODSHED INTO VINEYARDS HAS NOW BEEN REALIZED, AS HEIDI KUHN ENVISIONS THE GRAPEVINE AS AN ICON FOR PEACE—RESPECTING THE SEEDS WE SHARE IN COMMON RATHER THAN THOSE WHICH SEPARATE US.



Looking into the eyes of her own four children, she realized the perils of landmines and the plight of families who silently suffer each day from these cowardly remnants of war which continue to sow hatred at ground zero for generations to come. Landmines take only eight pounds to detonate—the average weight of a newborn baby—and often miss their intended target whether the boot of a soldier or the sandal of a child.



The Roots of Peace Story

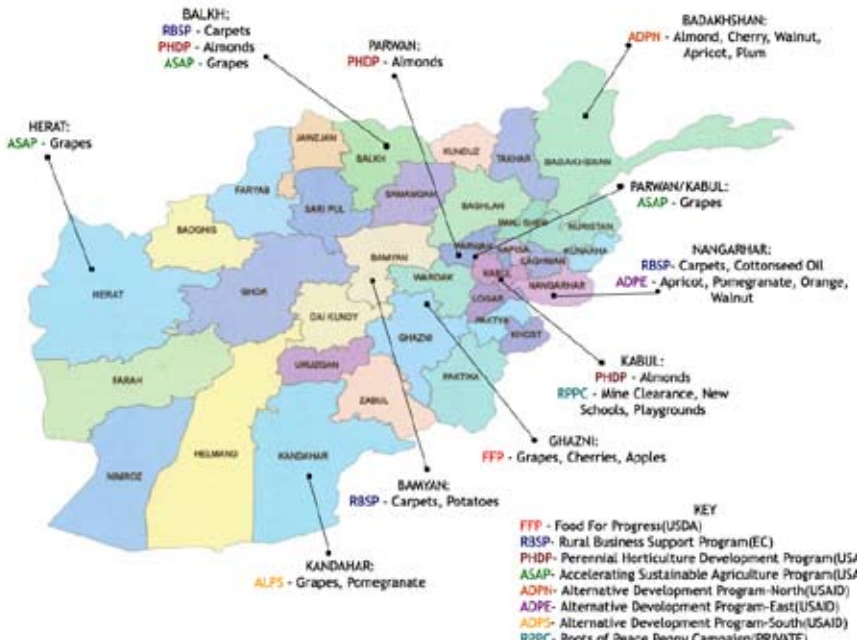


Beginning a quest to transform “seeds of hatred” into ‘seeds of hope,” her entire family joined her efforts to heal the wounds of war by removing landmines and teaching farmers to grow alternative agricultural crops to poppies in countries such as Afghanistan. Her husband, Gary, now leads one of the most successful sustainable agricultural livelihood programs giving farmers “hope” and business accumen in war-torn countries.



Instead of commuting to the Silicon Valley, Gary now commutes to remote regions of Afghanistan. Training tens of thousands of Afghan farmers to grow cherries in Badkashan, almonds in Jalalabad, pomegranates in Kandahar, and grapes in the Shomali Plains, he has established a value chain approach which is market driven. Since 2002, it is well documented that the Roots of Peace Afghan farmers have doubled their incomes by selling grapes and and often tripled their profits by selling other fruits and nuts to other countries--restoring the vision of Afghanistan as the “Central Garden of Asia.” .

The Roots of Peace Story



These successful Roots of Peace models focus on the basic humanitarian principles-DEMINE/REPLANT/REBUILD. Afghanistan has an estimated 10 million landmines, unexploded ordnance, and cluster munitions which hold the land hostage from reaping a harvest of hope. Therefore, the underpinning of peace begins with the removal of a landmine, as the land becomes fertile for the seeds of democracy and community development to thrive.

Turning “ideas into reality” has been established by public/private partnerships firmly built through the active support of the U.S. Department of State, PM/WRA, USAID, USDA, ADB, EU, and the United Nations. Private corporations such as Ruder Finn, Organic Ltd., Chevron, Autodesk, and other socially responsible companies have also contributed generously to our success. And, philanthropic organizations such as The Skoll Award for Social Entrepreneurship, The David and Louise Packard Foundation, The Rockefeller Foundation, and The Triangle of Peace have helped to provide the necessary financial infrastructure for programmatic results.

Roots of Peace is in the “business” of peace—cultivating “hope” from the ground up.

The Roots of Peace Story



As a cancer survivor in 1988, Heidi realized that “cancer is a landmine and landmines are a cancer to the earth.” It was never her style to give up, and nearly twenty years later, she is helping to heal both to “soil and soul” from the hatred of landmines for generations to come. Pioneering the traditional definition of landmines beyond Political Military Affairs, she has introduced the concept of “Landmines as an environmental concern” with the United Nations Environmental Programme (UNEP). And, she received private sector funding by introducing landmines as fundamental to poverty eradication, as the land is held hostage preventing the both agricultural seeds and the seeds of democracy from being firmly planted.



The Roots of Peace Story

Turning vision into reality, Heidi placed a telephone call from the basement of her family home to the Office of the United Nations Secretary-General on the 38th floor. Remarkably, her MINES TO VINES concept was positively received by an extraordinary trio from the Executive Offices of the UN Secretary-General-- Ms. Gillian Sorensen, Mr. Mitch Werner, and Ms. Maria Reyes-- representing a sincere effort of civil society working in tandem to support the UN Millennium Goals. In an effort to carry forth the torch lit by the late Princess Diana bringing light to the landmine issue, Mrs. Nane Annan, wife of the UN Secretary-General Kofi Annan, graciously agreed to launch the initiative--gathering women worldwide to go forth on the plight of landmine removal.

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*Mrs. Kofi (Nane) Annan
World Trade Club, San Francisco, April 2008*



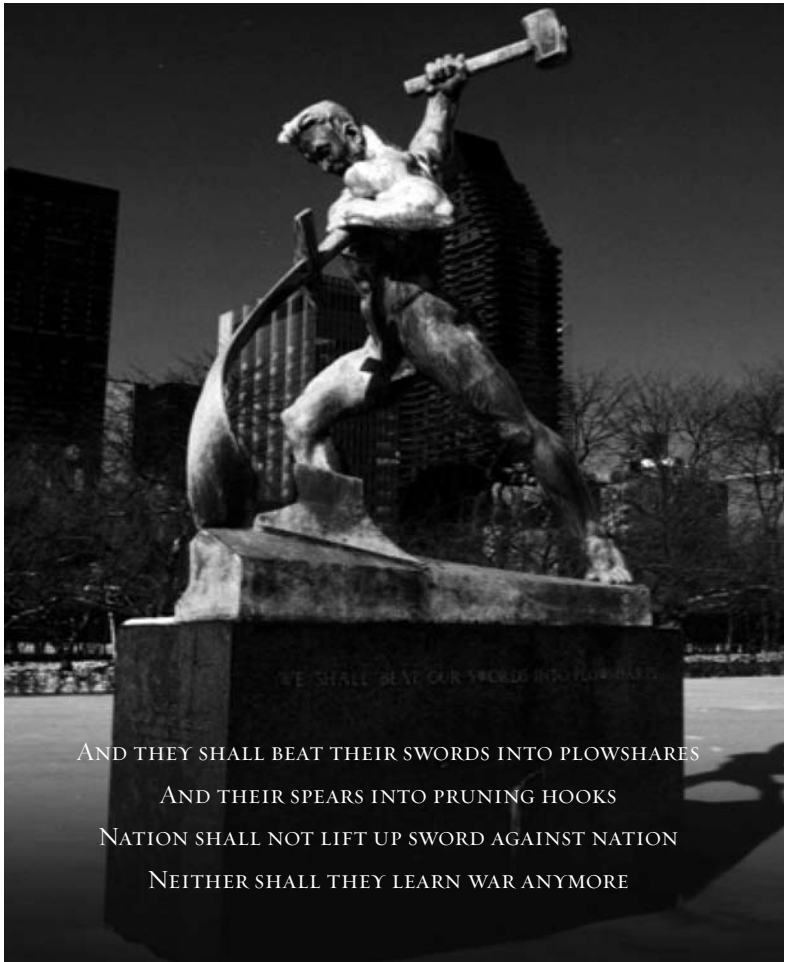
*U.S. Secretary of State Madeline Albright
Washington, D.C. 1999*



*Speaker of the House, Nancy Pelosi
Washington, D.C. January 4, 2007, Inaugural*

The Roots of Peace Story

After September 11th occurred, and the concept of “planting the roots of peace” carried forth a deeper meaning. The Isaiah Wall located across the street from United Nations headquarters, carried the meaning of turning “swords into plowshares” by replacing landmines with agricultural crops, and Gillian Sorensen helped to facilitate the Roots of Peace Garden beneath these words etched in stone from the Old Testament--respected by Christians, Muslims, and Jewish alike--as we honor the seeds we have in common.



The Roots of Peace Story

Together, we were able to transform "MINES TO VINES": as we approached legendary California vintners, Margrit and Robert Mondavi, who graciously offered to host our initial fundraiser at the private dining room of Robert Mondavi Winery in the Napa Valley. In 1998, amidst the panoramic Californian vineyards, we were able to raise our initial \$30,000 to demine our first field across the world in a remote village liocatd across the world in Croatia. Today, Roots of Peace is \$30 million under contract as a result of their initial vision.



*Robert Mondavi
Roots of Peace Inaugural Benefit
Napa Valley, May 1999*

As the years went by, the Mondavi family remained sincere supporters, and hosted the inaugural Roots of Peace "Harvest of Hope" event in December 2007, as this was one of the last events graciously hosted by this Legend of Vine. Robert Mondavi, age 94 years young, passed away in Spring 2008 leaving a legacy for "peace" in the vineyards.



The Roots of Peace Story

Throughout the years, many other American “Legends of the Vine” generously stepped forth to turn MINES TO VINES—The Napa Valley Vintners, Diane Disney Miller, Judy Jordan, Tom Jordan, Dolores Cakebread, Ravenswood, Tor Kenward, Eric Wente, Chris Benziger, Erika and Austin Hills, Dede Wilsey, Joliesse, Heitz Wine Cellars and many others.



Tor Kenward, Napa Valley



*Ericka & Austin Hills
Co-owners, Grgich Hills Estate
Napa Valley, July 2005*



Gary Kuhn, Diane Disney Miller, Owner, Silverado Vineyards, Heidi Kuhn, Nane Annan, and His Excellency, Kofi Annan

The Roots of Peace Story

In January 2000, the first month of the New Millennium, our footsteps were guided into the war-torn minefields of Croatia on a U.S. Department of State Mission led by Mr. James Lawrence, Office of Political Military Affairs. Joined by Ann Laurence, Rotary Club of San Rafael, we were able to the potential of turning MINES TO VINES by replacing the scourge of landmines with bountiful vineyards--restoring the viable vineyards which were once the pride of the Roman Empire.



The Roots of Peace Story

Croatian-born Miljenko “Mike” Grgich joined Roots of Peace on a U.S. Department of State mission to his homeland in May 2000. Realizing that the “grapevine” was a symbol of life in his war-torn land, he was inspired to host a charity benefit celebrating the 25th Anniversary of The Paris Tasting which he won in the Bi-Centennial Year 1976—proving Thomas Jefferson’s dream that quality American wines may be grown on soils other than France.



Grgich’s passion for making fine wines is also reflected in his desire for quenching the global thirst for peace. Honoring the leadership of Mike Grgich, he was bestowed the Roots of Peace Global Citizen Award in 2007 along with Her Majesty Queen Noor aboard the Queen Mary 2.



His generosity and respect for the land has further inspired him to unveil the Roots of Peace Penny Fountain on September 11, 2008. All pennies for peace will help demine Croatia.



The Roots of Peace Story

Afghanistan

“The Garden of Central Asia”

DEMINE/REPLANT/REBUILD

Afghanistan was once considered to be “The Garden of Central Asia” prior to the Soviet Invasion and The Taliban. Over 80% of the population is dependent upon agriculture. And, over 44.6% of the population is under the age of 14 years old.

The Roots of Peace Model aims to restore this agrarian society by returning the land to productive agricultural use--once the thousands of landmines, UXO's and cluster bombs are safely removed from these once fertile soils--providing alternative use to poppies.



Roots of Peace Team in Jalalbad



Reaping a Harvest of Hope



Roots of Peace Training Afghan Farmers

The Roots of Peace Story



Alternative Agricultural Livelihood Programs

The Roots of Peace Story

While Roots of Peace has turned MINES TO VINES in Afghanistan, it has also replicated this successful model to DEMINE/REPLANT/REBUILD by removing landmines and planting rice in Cambodia, orchards in Croatia, flowers in Bosnia-Herzegovina, soccer fields in Angola, and wheat in Iraq. This basic model may be expanded worldwide, as we strive to heal the wounds of war.



*Roots of Peace & Chevron / Public Private-Partnership,
Battambang, Cambodia*



Roots of Peace Soccer Field, Huambo, Angola



Gary & Heidi Kuhn-Angola

The Roots of Peace Story

In 2003, ABC7 News Anchor, Cheryl Jennings, joined efforts with Heidi Kuhn and daughter, Kyleigh, as they realized a unique “common bond” of sharing the experience of walking through the minefields of the world. Yet, there was much work that remained to be done!



Together, they established the Roots of Peace Penny Campaign, which has raised over 25 million “pennies” for peace (\$250,000) to turn minefields into schools and soccer fields—sharing mutual goals and fair play for future generations.



The Roots of Peace Story

The success of Roots of Peace has been supported by a myriad of international dignitaries and countless volunteers who have contributed their "time, talent, and treasure" to help us to plant the roots of peace on earth. We remain deeply grateful for their generosity of spirit, and, as each American "penny" states--e pluribus unum--from many comes one.



The Roots of Peace Story



The Roots of Peace Story

Roots of Peace has proudly partnered with the Rotary Club of San Rafael and The Rotary Club of Karlovac, Croatia—the former frontline of the Croat/Serbian war in 1999. The humanitarian program has now expanded to include the Rotary Club of San Francisco #2 and the Rotary Club of Zadar, Croatia. Ambassador Robert Bradke, U.S. Ambassador to Croatia, hosted an event in June 2008, at his private residence in Zagreb to acknowledge the efforts of Roots of Peace and the International Trust Fund (ITF) which has matched funds raised to demine Vukovar, Ilok, Karlovac, Ciste Male, Ciste Velika, Bibijne, Dragalic and Bastica.



*Past-President, John Hoch, Rotary Club of San Francisco #2
Zadar, Croatia-April 2008*

**Give Us Your
“ Cents”
for Peace!**

Legends of the Vine

ROOTS OF PEACE GLOBAL CITIZEN AWARD 2008

GILLIAN MARTIN SORENSEN
Senior Advisor, United Nations Foundation
Former Assistant Secretary-General, United Nations

Gillian Martin Sorensen, Senior Advisor at the United Nations Foundation is a national advocate on matters related to the United Nations and the United States-United Nations relationship, addressing audiences as diverse as Rotary International and the Air Force Academy; university students; staff and Members of Congress; journalists and leaders of civil society.

From 1997 to 2003, she served as Assistant Secretary-General for External Relations on appointment by Secretary-General Kofi Annan. She was responsible for outreach to non-governmental organizations and was the contact point for the Secretary-General with parliamentarians, the academic world, religious leaders and other groups committed to peace, justice, development and human rights.

Prior to that, Mrs. Sorensen served from 1993 to 1996 as Special Adviser for Public Policy on appointment by Secretary-General Boutros Boutros-Ghali where her duties included directing the UN's global Fiftieth Anniversary observances in 1995. She led the planning of conferences, debates, documentaries, concerts and exhibits; the preparation of books and curricular materials, and the coordination of the UN50 Summit at in which 180 Presidents and Prime Ministers participated. She is an experienced public speaker and often represented the World Organization in this country and abroad.

Mrs. Sorensen earlier served for over 12 years (1978-1990) on appointment by Mayor Edward I. Koch as New York City Commissioner for the United Nations and Consular Corps, head of the City's liaison with the world's largest diplomatic community. Her responsibilities included matters related to diplomatic security and immunity, housing and education, and other cultural and business contacts between the host city and over 30,000 diplomats. She secured Federal reimbursement to New York for the costs of diplomatic protection, which continues to this day.

Gillian Sorensen is a graduate of Smith College and studied at the Sorbonne. In the fall of 2002, on leave from the UN, she was a Fellow at the Kennedy School of Government (Institute of Politics) at Harvard University. She is a member of the Council on Foreign Relations and a Fellow at the University of Southern California Center on Public Diplomacy. Previously, she served as a Board Member of the Corporation for Public Broadcasting on appointment by the President of the United States. In addition to her public service, she has been active in politics and was a delegate to three national Presidential conventions.

Legends of the Vine

ROOTS OF PEACE GLOBAL CITIZEN AWARD 2008

HIS EXCELLENCY AMBASSADOR SAID TAYEB JAWAD Afghan Ambassador to the United States

His Excellency Said T. Jawad, was appointed as Afghanistan's Ambassador to the United States by President Hamid Karzai on December 4, 2003. Under his leadership, the Embassy of Afghanistan is emerging as one of the most successful missions in Washington DC. He also serves as Afghanistan's non-resident Ambassador to Mexico, Brazil, Colombia and Argentina.

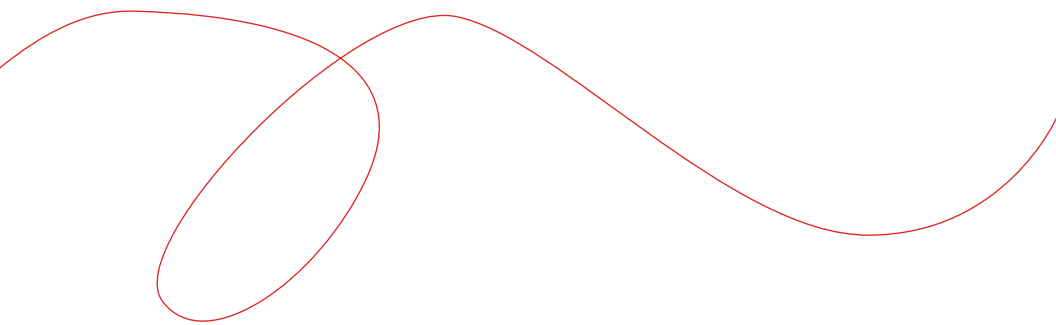
Ambassador Jawad returned to Afghanistan four months after 9/11 to assist in the new country's state-building process. He served as the President's Press Secretary, Chief of Staff as well as the Director of the Office of International Relations at the Presidential Palace. Ambassador Jawad has worked closely with President Karzai in formulating strategies, implementing policies, building national institutions and prioritizing reforms in Afghanistan. He also worked with the U.S. and Afghan military experts to help reform the Ministry of Defense and rebuild the Afghan National Army.

Ambassador Jawad was instrumental in drafting Afghanistan's foreign investment laws; he served as President Karzai's principal liaison with the constitutional commission throughout the drafting of Afghanistan's Constitution.

Ambassador Jawad was educated at the Afghan French Lycée Istiklal and School of Law and Political Sciences at Kabul University and Westfaelische Wilhelms University in Muenster, Germany. In 1986 he settled in the United States, where he earned his MBA from the Golden Gate University in San Francisco and worked for a number of prominent law firms.

Ambassador Jawad has published hundreds of articles and commentaries in the United States, Europe and Afghanistan. He is fluent in English, German and French. He is married to Shamim Jawad, a financial consultant, and they have a son, Iman, 17.

The United Nations Foundation was launched in 1998 with a historic \$1 Billion gift from entrepreneur and philanthropist Ted Turner. The Foundation is a public charity that implements public-private partnerships to address the world's most pressing problems, and also works to broaden support for the UN through advocacy, education and public outreach.



Legends of the Vine

“Go forth... This is only the beginning...”

-ROBERT MONDAVI, DECEMBER 2, 2007
INAUGURAL ROOTS OF PEACE “HARVEST OF HOPE” GALA
NAPA VALLEY, CALIFORNIA



*Dedicated to the memory of Robert Mondavi.
Legendary Vintner & Peacemaker*



ROOTS of PEACE

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