



April 20, 2021

James Quincey  
Chairman and Chief Executive Officer  
The Coca-Cola Company  
1 Coca-Cola Plaza NW  
30313 Atlanta, GA

Dear Mr. Quincey,

I was encouraged by your statement to the *Washington Examiner* saying you, “remain open to productive conversations with advocacy groups and lawmakers who may have differing views.” In a world where many leaders take an all-or-nothing approach to appease social justice warriors, an open mind is always welcome.

The Job Creators Network (JCN), the small business advocacy group I run, remains extremely disappointed that corporations and CEOs are engaging in “woke politics” that are far removed from the mission of their businesses. The short-term gain of appeasing the leftist mob often creates a longer-term problem when companies ally themselves with positions that run counter to the beliefs of half of their customers and half of their employees.

As an organization founded by Atlanta business legend Bernie Marcus, I would love to sit down with you and discuss our perspective on the Georgia election law and the effects of corporate boycotts on the very people they claim to be helping.

Leaders of major American companies and organizations—you among them—have a responsibility to verify the truth, rather than simply echo unfounded accusations. Let me share with you the facts.

Despite urban legend and your previous statement, the Georgia law makes it easy to vote and hard to cheat. It shouldn’t be controversial. Compared to pre-pandemic standards, the law expands voter access, increases the number of early voting days and permits no-excuse absentee ballots. Even states like New York, Connecticut and President Biden’s home state of Delaware require a valid excuse to cast an absentee ballot.

And no, it doesn’t ban people from quenching their thirst in line. Poll workers are more than welcome to set-up self-service beverage stations and others can distribute water outside of the pre-designated voting area.



To help curtail fraud and electoral abuse, current Georgia law requires residents to present a form of identification prior to voting, which can include a driver's license, free state-issued ID, utility bill, bank statement, government check, or even a paystub. You need identification to buy alcohol, go to the doctor or even attend a Coca-Cola shareholder meeting. It's not racism, but a smart security measure that everyone acknowledges is beneficial in one scenario or another. In fact, in a poll by *The Atlanta Journal-Constitution*, nearly three-fourths of Georgia voters, almost two-thirds of African Americans, and nine in ten residents making under \$25,000 per year in the state support voter ID rules. The new law simply applies that standard to mail-in voting as well.

Business centers like Atlanta are majority African-American, and "protesting" the whole state only pulls their jobs and small businesses out from under their feet.

I would appreciate the opportunity to talk further about this issue with you and discuss how to best help the people of Georgia.

Sincerely,

A handwritten signature in black ink that reads 'Alfredo Ortiz'.

Alfredo Ortiz  
President and CEO  
Job Creators Network