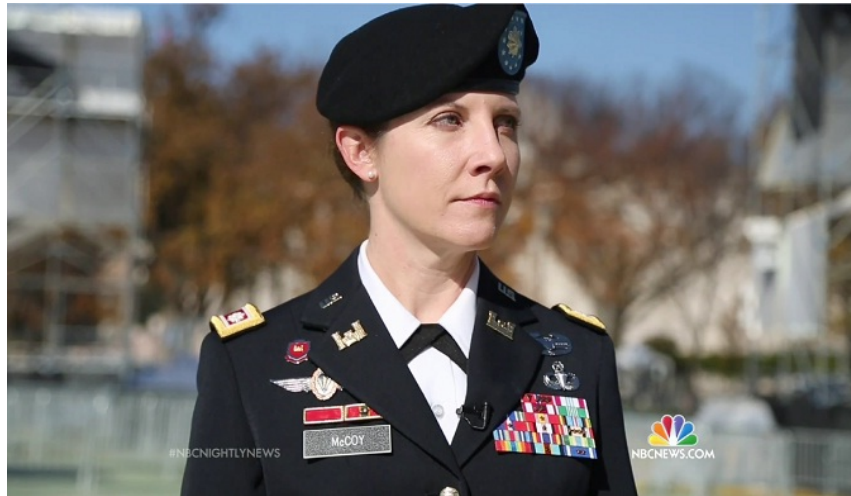


Starbucks CEO Howard Schultz Honors U.S. Veterans

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Description

Howard Schultz is vowing to hire 10,000 veterans at Starbucks. He's also on a mission to make sure regular Americans understand the sacrifices made by military veterans.

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Transcript

Starbucks CEO Howard Schultz Honors Veterans

BRIAN WILLIAMS, anchor:

Finally tonight, Making a Difference on this Veterans Day evening. On the National Mall in DC, tonight, on a mild November evening upwards of 800,000 people are expected. They will see stars like Bruce Springsteen and Carrie Underwood at The Concert for Valor. The real stars of this show, however, will be the assembled veterans. We get our report tonight from NBC's Cynthia McFadden.

CYNTHIA MCFADDEN, reporting:

Kelly McCoy is plenty nervous about being honored here tonight in front of hundreds of thousands of people. But that doesn't mean she lacks courage. Lieutenant Colonel Kelly McCoy has conquered fear before.

LIEUTENANT COLONEL KELLY MCCOY: September 2003, it was my third day in the country in Iraq. We were ambushed. There were multiple roadside bombs that went off one-- right after another.

MCFADDEN: Your vehicle was okay. You could have left. You didn't have to put your life at risk.

LIEUTENANT COLONEL MCCOY: But those were my soldiers out there. It would never occur to me to leave soldiers behind.

MCFADDEN: What she did next is a story most Americans might never know if not for this man.

HOWARD SCHULTZ: It gives me chills to be here today.

MCFADDEN: Howard Schultz, the CEO and founder of Starbucks, on a mission himself. A journey that began three years ago here at West Point when Schultz was invited to speak about leadership he said he ended up learning more than he taught.

SCHULTZ: I wish the rest of the entire American population could see them in action, see their level of integrity. That started me thinking about what could I do?

MCFADDEN: One thing he could do--give returning vets jobs. Schultz has vowed to hire 10,000 veterans at Starbucks. They've already hired more than 1,000. His other mission that the 1%, who defend this country get their stories told. Schultz co-wrote "For Love of Country".

SCHULTZ: Thank you. Thank you.

MCFADDEN: The toughest part about writing the book, convincing the heroes like Kelly McCoy to talk.

LIEUTENANT COLONEL MCCOY: It would not be my inclination to tell my own story. I didn't come from a military family.

MCFADDEN: And athletic?

LIEUTENANT COLONEL MCCOY: I always joked that my sport was math, that I was much more of a mathlete than I was an athlete. I didn't really know a lot about the army at all. I never held a weapon of any kind.

MCFADDEN: But she wanted a college education and ended up at West Point. On her third day in Iraq, insurgents attacked her convoy. McCoy's quick action saved all 11 of her men and earned her the Bronze Star. You are a recognized hero and yet I take it that is not how you would describe yourself?

LIEUTENANT COLONEL MCCOY: Not at all. I-- I know hundreds of people who have served in very similar manner that I have who have done greater things than I have done.

SCHULTZ: I think people like Kelly McCoy make us all better people when you're around them. She has made me a better person just knowing her. You know, Veterans Day to me has turned into a mattress sale. Let's turn it back to what it's supposed to be.

MCFADDEN: Cynthia McFadden, NBC News, West Point.