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National Museum of African American History and Culture

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[[image]]

Carl E. Horton is a senior national product manager on Seagram's Gin at Seagram Distillers Company.

Seagram Distillers Company also markets Seagram's 7 Crown, Seagram's V.O., Crown Royal, The Glenlivet Scotch, Wolfschmidt Vodka, and Myers's Rums.

Before joining Seagram, Mr. Horton was a product manager for Heublein, Inc. Earlier he held marketing posts at Xerox Corp., and General Foods.

He is a graduate of Morgan State College in Baltimore, Md., and earned an M.B.A. in marketing at the Wharton School of the University of Pennsylvania.

Mr. Horton and his wife and family currently make their home in Simsbury, Conn.

[[image]]

Gregory M. Glore is assistant Metro New York manager of Seagram Distillers Company.

Seagram Distillers Company markets Seagram's 7 Crown, Seagram's V.O. Crown Royal, The Glenlivet Scotch, Seagram's Extra Dry Gin, Wolfschmidt Vodka, and Myers's Rums.

A native of St. Louis, Mo., and a graduate of St. Benedict's College, Atchinson, Ks., Mr. Glore joined Seagram Distillers Company in 1977 as assistant operations manager in the Southern division and advanced to assistant Western Upstate New York manager.

Mr. Glore, a New York City resident, has been a board member of the Urban League, the United Negro College Fund, and the Suncoast Business Management Corp. He is a member of the National Association of Market Developers.

[[image]]

Robert A. Watkins is vice president-national programming of the General Wine and Spirits Company. Mr. Watkins' chief responsibility is to coordinate national marketing and programming direction for all of the company's brands with its field sales organization.

In his 17 years with the Seagram corporation, Mr. Watkins has held several field sales posts including division manager, and national assignments including vice president, general sales manager. From 1977 to 1980 he was senior product manager for Chivas Regal and Royal Salute Scotch Whiskies.

Mr. Watkins, a graduate of Ohio State University, was a nationally recognized running back on Ohio State's 1954 national championship football team which went on to win the Rose Bowl the following year. Subsequently, he played professionally with the Chicago Bears.

Mr. Watkins is also an authority on the poet Robert Burns. In 1975 and 1979 he was principal speaker at International dinners honoring the memory of the famed scottish poet.

The Side Liners Club of Columbus, Ohio, in 1966 established an annual award in Mr. Watkins' name to outstanding Ohio State football players who went on to achieve notable success in business.



Mr. Watkins, a native of New Bedford, Mass., is married to the former Rillis Johnson, originally of Urbana, Ohio. They live in Stamford, Conn.

General Wine and Spirits Company also markets Ronrico Rum, Boodles British Gin, Nikolai Vodka, Harwood Company Whisky, Leroux Cordials, Leroux Deluxe Brandy, Lochan Ora Liqueur, Cheri-Suisse Liqueur, Vandermint Liqueur, Sabra Liqueur, and Eagle Rare 101[[degree sign]] Bourbon.

[[image]]

Robert Blanchard, Jr., is Eastern division staff assistant at Seagram Distillers Company, having been named to that post in 1974. Prior to that, for two years, he was Seagram's brand manager in the Metro New York market.

Seagram Distillers Company markets Seagram's 7 Crown, Seagram's V.O., Crown Royal, The Glenlivet Scotch, Seagram's Extra Dry Gin, Wolfschmidt Vodka, and Meyers's Rums.

A native of Atlanta, Ga., Mr. Blanchard attended New York University. He joined Seagram Distillers Company in 1968 as a sales representative in Metro New York.

A New York City resident, he is past vice commander of the Seagram American Legion Post No. 1283; organizer and sponsor of the West Side Community Center; member of the National Association of Market Developers; the International Military Club Executives Association, and the West Side YMCA.

[[image]]

NEW YORK. December 3rd—Seagram has launched a major program to expand and solidify the popularity of V.O. among the millions of American prize fight fans.

The campaign opened today with presentation of the V.O. RING Championship Belts by Seagram's V.O. to six reigning champions, the most ever assembled in one room.

The fighters feted at the event hosted by V.O. were: Marvin Hagler. World Middleweight Champion, Aaron Pryor. World-Junior Welterweight Champion. Alexis Arguello. World Lightweight Champion. Wilfredo Gom. World Junior Featherweight Champion: and Jeff Chandler. World Bantamweight Champion.

Also present was "Sugar" Ray Leonard who received two Belts as reigning champion in both World Junior Middleweight and World Welterweight categories.



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