



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1983

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MOVING UP....

[[image - Bob Thomas]]

Market development manager, Bob Thomas can claim responsibility for the success of many of the company's minority activities as well as that of Hiram Walker's "C.C. Man" marketing campaign to tout Canadian Club. Another notable accomplishment is his helping propel the Detroit NAACP Freedom Fund Dinner to the top of the list of money raisers for that veteran civil rights organization.

[[image - Earle Jackson]]

Earle Jackson is vice president of sales — New England Division of the Spirits Sales Division of Heublein. A native of Plainville, Connecticut, he serves as liaison between the company's marketing and sales departments.

Jackson joined Heublein in 1972 as a field sales representative. Previously, the Central Connecticut State College graduate worked as sales representative for three years with the Carnation Company. He had been a Massachusetts sales manager at the time of his promotion to vice president in 1980.

One of the guiding forces behind the successful "Lou Rawls Parade of Stars" promotion is Victor Julien, director of market development for Anheuser-Busch Inc. In this role, Julien focuses on the marketing of products in major ethnic markets.

Julien comes from Heublein Inc. where he performed a similar function and also served as salesman and sales supervisor in Heublein's sales and distribution subsidiary, Venture Sales Company.

[[image - Victor Julien]]

Julien's extensive experience in the beverage industry also includes a stint with the Madeira Wine Company and with the National Brewing Company in sales positions. The New York City native holds a degree from Morgan State University.

[[image - Jim Thompson]]

Other blacks in key decision-making positions include Jim Thompson, special marketing events manager, who is responsible for the development [[development]], coordination and evaluation of Miller's involvement in special events, programs and conventions directed at selected markets.

The dozen years Chuck Jones has spent at Pabst have seen him move into a number of areas. He is currently special markets manager. This position is a powerful one since Jones is virtually responsible for gauging, controlling and charting the growth of the entire minority market in the region. However, this "power" has been thrust on him because of a proven sales and management record.



[[image - Chuck Jones]]

Jones started as a sales representative trainee for Pabst 12 years ago. He was promoted to district manager, director of national training programs, manager of market development of Olde English "800," and then to his current slot.

In addition to placing blacks and Hispanics in key areas, Jones' role requires him to be immersed in planning, manpower development, communications and administration in the minority market.

Because of his influence, Pabst has sponsored black-oriented musical extravaganzas featuring such superstars and groups as Earth, Wind and Fire; the Commodores; B.B. King; Bobby "Blue" Bland; Albert King; and Millie Jackson.

Pabst is also involved with sponsoring 1,000 softball teams, soccer leagues and domino tourneys — a particular favorite in the Hispanic community. Under Jones' direction, Pabst will soon launch a fundraising effort that will benefit Providence St. Mel, a Chicago-based high school that has earned national recognition because of its standards of excellence, the achievement record of its students, and the high level of community support it receives.

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