

Delegate Magazine 1983

Extracted on Apr-23-2024 03:52:24

The Smithsonian Institution thanks all digital volunteers that transcribed and reviewed this material. Your work enriches Smithsonian collections, making them available to anyone with an interest in using them.

The Smithsonian Institution (the "Smithsonian") provides the content on this website (transcription.si.edu), other Smithsonian websites, and third-party sites on which it maintains a presence ("SI Websites") in support of its mission for the "increase and diffusion of knowledge." The Smithsonian invites visitors to use its online content for personal, educational and other non-commercial purposes. By using this website, you accept and agree to abide by the following terms.

- If sharing the material in personal and educational contexts, please cite the National Museum of African
 American History and Culture as source of the content and the project title as provided at the top of the
 document. Include the accession number or collection name; when possible, link to the National Museum of
 African American History and Culture website.
- If you wish to use this material in a for-profit publication, exhibition, or online project, please contact National Museum of African American History and Culture or transcribe@si.edu

For more information on this project and related material, contact the National Museum of African American History and Culture. See this project and other collections in the Smithsonian Transcription Center.

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 develoment [[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.

MOVING UP....



Thomas can claim responsibility for the taccest of racey of the company's Hiram Wolker's "C.C. Man" marketing campaign to tout Canadian Club Another notable accomplishment is his belong people the Delroit NANCF Freedom Fund Disser in the top of the list of money raisers for that veteran rivil rights organization.



sales - New England Division of the Spirits Sales Divisies of Heutilein. A native of Plainville, Connecticut, be serves as liaison between the compare's marketing and sales depart

Jackson loined Houbless in 1977 as a field sales representative. Previously, the Central Connectical State College: greduit worked as sales represenlative for three years with the Carnation Campany. He had been a Historiesetts sales manager at the time of his promotion to row precident

focuses on the marketing of products in major ethnic markets.

Julies cames from Heublein Inc. sere be perferred a similar function and also served as salesman and sales distribution subsidiary, Vesture Sules CONTRACTO



with the Madelto Wine Congany and with the National Browing Company in sales positions. The New York City. rartire holds a degree from Morgan State University



positions include Jim Thompson. special marketing events manager, who is responsible for the develor exordination and evaluation of Miller's involvement in special events, programs and consentions directed at selected markets.

The dopen years Churk Junes has One of the gaiding forms behind the spent at Pater have seen him move into successful "Less Rawis Parado of a number of areas. He is surrough-Stery" promotion is Victor Julies, special market manager. This position director of market development for it a powerful one-since Junes is stransferance-Deach for; in this role, Julies by nesponsible for gauging, controlling and charting the growth of the enter minority market to the region

However, this "power" has been thrust an him because of a proven sales and



Junes started as a sales representative trained for Paket 12 years ago. director of national training programs. manager of market development of Olde Roghish "Non." and then to his ourpend shid.

In addition to planting blacks and Hopanics in key areas, Jeors' role to-quires him to be immersed in planning. tions and administration in the masses ty market.

Because of his tarkence, Fated has supposed black-priented manual ex-Iravagences (reduring such supervises and groups on Earth, Wind and Fire; the Commedores; B.B. King; Bobbs "Blue" Bland: Albert King; and Millie Jackson

Paled is also involved with sportoring 1,886 softball learns, soccer leagues and domine tourneys - a particular laworite in the Hapanic community. burch a fund-mixing offert that will benefit Previdence St. Mel, a Chicagohazed high school that has varued no listed recognition because of its standards of excellence, the achievement record of its students, and the high-level of community support it receives.

136

[[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.

136

Delegate Magazine 1983 Transcribed and Reviewed by Digital Volunteers Extracted Apr-23-2024 03:52:24



Smithsonian Institution

National Museum of African American History and Culture

The mission of the Smithsonian is the increase and diffusion of knowledge - shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. Founded in 1846, the Smithsonian is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Become an active part of our mission through the Transcription Center. Together, we are discovering secrets hidden deep inside our collections that illuminate our history and our world.

Join us!

The Transcription Center: https://transcription.si.edu
On Facebook: https://www.facebook.com/SmithsonianTranscriptionCenter

On Twitter: @TranscribeSI

Connect with the Smithsonian Smithsonian Institution: www.si.edu

On Facebook: https://www.facebook.com/Smithsonian

On Twitter: @smithsonian