

Finding Aid to The HistoryMakers® Video Oral History with Virgis Colbert

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Colbert, Virgis, 1939-
Title:	The HistoryMakers® Video Oral History Interview with Virgis Colbert,
Dates:	February 23, 2017
Bulk Dates:	2017
Physical Description:	7 uncompressed MOV digital video files (2:42:51).
Abstract:	Corporate chief executive (1939 -) was senior vice president of worldwide operations of Miller Brewing Company and served as senior advisor to MillerCoors LLC. Colbert was interviewed by The HistoryMakers® on February 23, 2017, in Milwaukee, Wisconsin. This collection is comprised of the original video footage of the interview.
Identification:	A2017_027
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Corporate chief executive Virgis Colbert was born on October 13, 1939 in Jackson, Mississippi. Colbert earned his B.S. degree in industrial management from Central Michigan University in 1974.

Before joining Miller, Colbert was general superintendent of manufacturing for Chrysler Corporation in Toledo, Ohio. In 1979, Colbert became assistant to the plant manager at Miller's Reidsville, North Carolina. In 1980, he was named production manager at the Fort Worth, Texas, container plant and in 1981, he was appointed production manager at Milwaukee Container. In 1981, he was named Milwaukee Container plant manager. In 1987, Colbert moved to the corporate offices as assistant director of can manufacturing. He was appointed director of can manufacturing in 1988 and director of container and support manufacturing in 1988. In 1989, he was named vice president - materials manufacturing. In 1990, he was named vice president - plant operations. In 1993, Colbert was named senior vice president - operations. In 1995, Colbert was named senior vice president - worldwide operations.

Virgis serves as a director of the NASDAQ Exchange, Single-Tenant Acquisition Group and the New Senior Investment Group. Other boards include: Merrill Lynch & Co.; Bank of America Corporation; Delphi Corporation; Sara Lee Corporation; Stanley Black & Decker; lead director at Lorillard, Inc.; Hillshire Brands; and Bradley Center Sports and Entertainment Center.

Virgis is a co-owner of the Milwaukee Bucks and director emeritus of the Green Bay Packers.

He is chairman emeritus and co-founder of the Thurgood Marshall College Fund and former chairman of the Board of Trustees of Fisk University. He received honorary doctorate degrees from Fisk University and Kentucky State University.

In 1997, he was named a national honorary member of the 100 Black Men of America. In 1996, he received the Trumpet Award from Turner Broadcasting Systems. His other awards include Harlem YMCA Black Achiever,

Milwaukee YMCA Black Achiever, and Phi Beta Sigma Fraternity Black Achiever, and the National Urban League service award and the NAACP service award. Colbert is a member of Omega Psi Phi Fraternity and the Boule'. He is a life member of the NAACP.

Fortune magazine named him as one of the “50 Most Powerful Black Executives in America.” *Black Enterprise* magazine named him as one of the “75 Most Powerful Blacks in Corporate America.” In 2001, Colbert was named “Beverage Executive of the Year” by *Beverage Industry Magazine*. *Black Enterprise Magazine* named him as one of the “50 Top Black Executives in Corporate America” and as one of “America’s 40 Most Powerful Black Executives.” *Ebony Magazine* named him as one of the “24 To Watch in ‘94,” one of the “50 Top Black Executives in Corporate America” and one of the “12 Most Powerful Blacks in Corporate America.” In 1998, he received the Executive Leadership Council Achievement Award. Colbert is listed in “Who’s Who in Finance/Industry,” “Who’s Who in the World,” and “Who’s Who in Black Corporate America.”

Colbert and his wife Angela, an attorney, have three children.

Virgis Colbert was interviewed by *The HistoryMakers* on February 23, 2017.

Scope and Content

This life oral history interview with Virgis Colbert was conducted by Larry Crowe on February 23, 2017, in Milwaukee, Wisconsin, and was recorded on 7 uncompressed MOV digital video files. Corporate chief executive (1939 -) was senior vice president of worldwide operations of Miller Brewing Company and served as senior advisor to MillerCoors LLC.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Colbert, Virgis, 1939-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews
Colbert, Virgis, 1939- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Corporate Chief Executive

HistoryMakers® Category:

BusinessMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Virgis Colbert, February 23, 2017. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

- Video Oral History Interview with Virgis Colbert, Section A2017_027_001_001, TRT: 1:28:50 ?
- Video Oral History Interview with Virgis Colbert, Section A2017_027_001_002, TRT: 2:33:34 ?
- Video Oral History Interview with Virgis Colbert, Section A2017_027_001_003, TRT: 3:24:12 ?
- Video Oral History Interview with Virgis Colbert, Section A2017_027_001_004, TRT: 4:33:26 ?
- Video Oral History Interview with Virgis Colbert, Section A2017_027_001_005, TRT: 5:27:32 ?
- Video Oral History Interview with Virgis Colbert, Section A2017_027_001_006, TRT: 6:04:05 ?
- Video Oral History Interview with Virgis Colbert, Section A2017_027_001_007, TRT: 7:11:12 ?