

Finding Aid to The HistoryMakers® Video Oral History with Quintin Primo, III

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Primo, Quintin, 1955-
Title:	The HistoryMakers® Video Oral History Interview with Quintin Primo, III,
Dates:	January 12, 2004
Bulk Dates:	2004
Physical Description:	7 Betacame SP videocassettes (3:05:55).
Abstract:	Investment chief executive Quintin Primo, III (1955 -) was the founder of CAPRI Capital. Primo was interviewed by The HistoryMakers® on January 12, 2004, in Chicago, Illinois. This collection is comprised of the original video footage of the interview.
Identification:	A2004_001
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Quintin E. Primo III was born March 14, 1955, in Rochester, New York. His mother, Winnifred Primo, and late father, Episcopal Bishop Quintin E. Primo, Jr., were both raised in the South, both having ancestral roots in the Caribbean. Primo attended Lincoln Elementary in Rochester, New York, Friends School in Wilmington, Delaware, and Miller Junior High School in Detroit, Michigan. At Cass Technical High School in Detroit, Primo excelled as a musician. During this time, Primo's father was appointed Bishop of the Episcopal Church and the family moved to Chicago's Homewood-Flossmoor area where Primo graduated from Homewood-Flossmoor High School in 1973. He then attended Indiana University, where he earned a B.S. degree in finance and graduated with honors. In 1977, he

enrolled in Harvard Business School, receiving his M.B.A. in 1979.

That same year, Primo started his career at Citicorps Real Estate, where he specialized in real estate lending. In 1988, he fulfilled a lifelong dream and opened his own investment banking business, Quintin Primo and Company. After several years, the company folded and Primo teamed up with friend and colleague Daryl Carter in 1992 to form CAPRI Capital Management. Today, CAPRI manages seven billion dollars in assets.

Primo serves on the board of the Chicago Sinfonetta, the Chicago Community Trust, the Federal Reserve Bank of Chicago Advisory Board, University of Chicago Hospitals, the Real Estate Council and the Primo Women and Children Center. He lives in the Chicago area with his wife, Diane, and their children, Francesca and Quintin IV. Primo is writing a book about his father in the Episcopal Church entitled *The Making of a Black Bishop*.

Scope and Content

This life oral history interview with Quintin Primo, III was conducted by Larry Crowe on January 12, 2004, in Chicago, Illinois, and was recorded on 7 Betacame SP videocassettes. Investment chief executive Quintin Primo, III (1955 -) was the founder of CAPRI Capital.

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:

Primo, Quintin, 1955-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Primo, Quintin, 1955---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Investment Chief Executive

HistoryMakers® Category:

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 Quintin Primo, III, January 12, 2004. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 2/5/2020 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 Quintin Primo, III, Section
A2004_001_001_001, TRT: 0:29:30 2004/01/12

Quintin Primo, III was born on March 14, 1955 in

Rochester, New York. His mother, Winifred Priscilla Thompson Primo, was born in 1920 in Nassau, Bahamas and grew up with her grandmother in Florida where she met Primo's father. She attended St. Augustine's College in North Carolina. An elementary school teacher. Primo's father, Quintin E. Primo, Jr. was born in 1913 in Liberty County, Georgia. His father was an Episcopal minister from British Guyana. Primo, Jr. attended Lincoln University in Pennsylvania and served as an Episcopal minister in Rochester, New York and Wilmington, Delaware. He began the Union of Black Episcopalians which galvanized African American efforts in the Episcopal Church; coordinated activities of Reverend Dr. Martin Luther King, Jr. in Wilmington; and was president of the NAACP's Rochester chapter. When Primo was in high school, his father became bishop for the Episcopal diocese of Chicago, Illinois. Primo describes how he takes after both his parents.

Video Oral History Interview with Quintin Primo, III, Section
A2004_001_001_002, TRT: 0:30:00 2004/01/12

Quintin Primo, III attended Lincoln School, a majority white elementary school in Rochester, New York, where his father was the minister at St. Simon Cyrene. Primo was mischievous child; he regularly fibbed to avoid trouble. Education, church and music were important to his family. He attended Wilmington Friends School, a Quaker school in Wilmington, Delaware, for part of elementary and junior high school when his father became minister of St. Matthew's Church. At the age of ten, Primo's music teacher promoted him to the senior band to play trumpet. He attended Miller Junior High and Cass Tech in Detroit, Michigan where he participated in Cass Tech's music program. His senior year of high school, Primo's father was appointed bishop to Chicago's Episcopal diocese, so he graduated from Homewood-Flossmoor High School in Homewood, Illinois in 1973. He considered pursuing a career as a jazz musician, but his father insisted that he go to college so he attended Indiana University in Bloomington, Indiana.

Video Oral History Interview with Quintin Primo, III, Section
A2004_001_001_003, TRT: 0:30:50 2004/01/12

Quintin Primo, III's father was appointed the Episcopal diocesan bishop of Chicago, Illinois his senior year of high school. Primo was nervous about transferring from Cass Tech, a racially diverse high school in Detroit, Michigan to Homewood-Flossmoor High School, a majority white school near Chicago. At Homewood-Flossmoor, he enjoyed playing in the rock band Bojack. His musical influences included Miles Davis and HistoryMaker Herbie Hancock. Primo considered a career in music, but switched his interest to finance as he became disillusioned by a music career and more motivated by a desire to make money. He attended Indiana University (IU) in Bloomington, Indiana where he enrolled in the business honors program his junior and senior year, completing graduate-level MBA courses as an undergraduate. At IU, was very academically focused, participated in student government and was a resident assistant his final two years. In lieu of completing his MBA in five years at IU, Primo attended Harvard Business School.

Video Oral History Interview with Quintin Primo, III, Section
A2004_001_001_004, TRT: 0:28:40 2004/01/12

Quintin Primo, III attended Harvard Business School (HBS) in Boston, Massachusetts. Students were expected to study in groups and be prepared daily to talk eloquently about the cases they studied. Primo viewed Dr. James Cash, an African American professor of accounting, as a role model. Harvard Business School prepared Primo for the business world by giving him the confidence to go out and achieve. Primo reflects upon the closed system of the financial services industry. The financial job market is exclusionary; few jobs are offered to minorities, unless an individual has a prior connection to an employee. As a result, less than 1 percent of asset managers are African American. When he graduated from Harvard Business School in 1979, Primo had no real knowledge about the pension fund or the real estate investment industries. Following graduation he began working as an analyst for Citicorp, where he had interned the previous summer.

Video Oral History Interview with Quintin Primo, III, Section
A2004_001_001_005, TRT: 0:30:40 2004/01/12

Quintin Primo, III worked in Chicago, Illinois at Citicorp for eight years facilitating loans to commercial real estate developers throughout the Midwest. According to Primo, real estate is a relationship business, and one that is primarily white. He explains that African American entrepreneurs face difficulties entering the real estate investment industry because they often lack familial connections with investors. After leaving Citicorp, Primo started his own firm, Primo Herring and Company. The firm borrowed capital from Primo's mentor, Marshall Bennett, to invest in the real estate market. Primo talks about the demolition of high-rise public housing projects in Chicago. He reflects upon the reasons for the projects' decline and the concerted political effort to redevelop urban areas, such as the South Loop. Primo remains optimistic that minority communities can benefit from revitalization. Primo explains the type of real estate in which his company, Capri Investment Group, invests.

Video Oral History Interview with Quintin Primo, III, Section A2004_001_001_006, TRT: 0:29:15 2004/01/12

Quintin Primo, III lost Marshall Bennett's investment during the real estate market crash of the 1990s. His firm went belly-up; Primo lost his home and his money as a result of the crash. In 1992, Primo and Daryl Carter developed a plan for their firm which was capitalized by a British company and named Carter Primo Chesterton. Five years later Carter and Primo recapitalized the company and renamed it Capri Capital. As business partners, Primo and Carter work well as they have unique strengths: Carter forges relationships while Primo strategizes and analyzes returns. Primo paid Bennett back through a series of contributions to the Marshall Bennett Institute of Real Estate at Roosevelt University. Primo co-founded the Real Estate Executive Council, a national organization for minority professionals in real estate. He is also chairman for the Primo Center for Women and Children, a women's transitional shelter in Chicago. Primo's wife also attended Harvard Business School but met in Chicago.

Video Oral History Interview with Quintin Primo, III, Section A2004_001_001_007, TRT: 0:07:00 2004/01/12

Quintin Primo, III describes his hopes and concerns for

the African American community. He concludes by reflecting upon his legacy and describing how he would like to be remembered.