

Finding Aid to The HistoryMakers® Video Oral History with William Norman, Sr.

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Norman, William S., 1938-
Title:	The HistoryMakers® Video Oral History Interview with William Norman, Sr.,
Dates:	December 16, 2004
Bulk Dates:	2004
Physical Description:	6 Betacame SP videocassettes (2:52:14).
Abstract:	Association chief executive, presidential aide, and transportation executive William Norman, Sr. (1938 -) became the second-ranked corporate officer at Amtrak and then later became CEO of Travel Industry Association of America. Norman devoted eleven years of service in U.S. Navy and also taught at the U.S. Naval Academy. Norman was interviewed by The HistoryMakers® on December 16, 2004, in Washington, District of Columbia. This collection is comprised of the original video footage of the interview.
Identification:	A2004_265
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

William Stanley Norman was born on April 27, 1938, in Roper, North Carolina. His mother was a homemaker and domestic and his father was a builder. During early childhood, the family relocated to Norfolk, Virginia, where Norman attended Booker T. Washington High School. Norman was active in the band, honor society and student government and earned his high school diploma in 1956. Norman earned his B.S. degree in chemistry and math in 1960 from West Virginia

Wesleyan College. That same year, he traveled to the Soviet Union as an exchange student. Shortly after beginning a teaching career in the Norfolk, Virginia, public school system, Norman was drafted. In 1962, he joined the United States Navy's Aviation Candidate Program.

During his eleven years of service, Norman served as a naval flight officer, taught at the U.S. Naval Academy and served as an aide to the White House in the Johnson and Nixon administrations. He earned his masters degree from American University in 1967. After his military service, Norman joined the Cummins Engine Company, where he held a number of management positions between 1973 and 1979. Norman then worked for the National Railroad Passenger Corporation (AMTRAK) in 1979 and served as vice president of marketing and was then promoted to group vice president. When he left AMTRAK in 1994, he was the number two corporate officer at the company. In 1994, Norman served as president and chief executive officer of the Travel Industry Association of America (TIA). TIA is a national umbrella organization which represents all segments of the U.S. travel industry.

Norman holds leadership positions and serves on the board of directors of many private and public sector organizations. He and his wife, Elizabeth split their time between their homes in Orlando, Florida and McLean, Virginia. They have two grown children.

Scope and Content

This life oral history interview with William Norman, Sr. was conducted by Racine Tucker Hamilton on December 16, 2004, in Washington, District of Columbia, and was recorded on 6 Betacame SP videocassettes. Association chief executive, presidential aide, and transportation executive William Norman, Sr. (1938 -) became the second-ranked corporate officer at Amtrak and then later became CEO of Travel Industry Association of America. Norman devoted eleven years of service in U.S. Navy and also taught at the U.S. Naval Academy.

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:

Norman, William S., 1938-

Hamilton, Racine Tucker (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Norman, William S., 1938---Interviews

African American executives--Interviews.

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Travel Industry Association of America.

Amtrak.

Occupations:

Presidential Aide

Association Chief Executive

Transportation Executive

HistoryMakers® Category:

PoliticalMakers|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 William Norman, Sr., December 16, 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 William Norman, Sr., Section A2004_265_001_001, TRT: 0:30:23 2004/12/16

Corporate executive William Norman begins by detailing his childhood and family background, describing his mother and father, and sharing the story of how they met. He describes his family roots on the Albemarle Sound of North Carolina, and recalls his childhood environs in Norfolk, Virginia. Norman describes his household family life, particularly around the holidays, and tells of his favorite childhood activities.

African American families.

African American parents.

Childhood and youth--Activities--Virginia--Norfolk.

Video Oral History Interview with William Norman, Sr., Section A2004_265_001_002, TRT: 0:31:23 2004/12/16

Corporate executive William Norman continues to describe his upbringing in Norfolk, Virginia. He describes his neighborhood and talks about his social life and academic success in elementary school. Norman describe his parents and their personalities, including their active involvement in church. Norman then details his junior high school years, explaining how segregation affected his

education.

Childhood and youth--Virginia--Norfolk.

African Americans--Education, Elementary--Virginia--Norfolk.

African American parents--Virginia--Norfolk.

African Americans churches--Virginia--Norfolk.

Segregation in education--Virginia.

Video Oral History Interview with William Norman, Sr., Section A2004_265_001_003, TRT: 0:31:08 2004/12/16

Corporate executive William Norman describes his complicated relationship with a junior high mentor and explains other influences at the time. Norman details his high school years in Norfolk, Virginia, describing the changing educational climate after the 'Brown v. Board of Education of Topeka' Supreme Court decision. He then explains why he attended college at West Virginia Wesleyan College, and describes campus life and race relations there, where he was one of a handful of black students.

Mentoring in education--Virginia--Norfolk.

African Americans--Education, Secondary--Virginia--Norfolk.

Brown v. Board of Education of Topeka.

West Virginia Wesleyan College.

Race relations--West Virginia.

Video Oral History Interview with William Norman, Sr., Section A2004_265_001_004, TRT: 0:31:19 2004/12/16

Corporate executive William Norman details his experiences in graduate school at the University of Wisconsin. He explains changing his career plans and dropping out of school after experiencing racism in housing and his education. Norman describes what attracted him to the Navy and details his service, telling of the institutional racism he experienced as the Armed Forces adjusted to integration. Norman briefly outlines receiving his master's degree from American University and then describes his career as a White House aide under Lyndon B. Johnson. Norman tells of how he worked to

improve race relations in the military in his years as an aide.

University of Wisconsin.

Racism.

United States. Navy.

American University (Washington, D.C.).

Johnson, Lyndon B. (Lyndon Baines), 1908-1973.

United States Armed Forces--Race relations.

Video Oral History Interview with William Norman, Sr., Section A2004_265_001_005, TRT: 0:31:04 2004/12/16

Corporate executive William Norman describes his efforts to address racism problems in the U.S. Navy, as well as his experiences serving in the Vietnam War. He then discusses his transition into the transportation industry, holding management positions with Cummins Engine Company, and working at Amtrak, where he eventually became the number two corporate officer. Norman explains why he left Amtrak to become the CEO of the Travel Industry Association, an organization that promotes travel within the United States. Norman also describes the impact of the September 11th terrorist attacks on the travel industry, and shares the industry's recovery plan.

United States Armed Forces--Race relations.

Cummins Engine Company.

Amtrak.

Travel Industry Association of America.

September 11 Terrorist Attacks, 2001.

Video Oral History Interview with William Norman, Sr., Section A2004_265_001_006, TRT: 0:16:57 2004/12/16

Corporate executive William Norman discusses the challenges the tourism industry has faced since the September, 11 terrorist attacks and addresses travel safety within the U.S. Norman then reflects on his career and success, expressing gratitude for his time in the Navy. He also shares his concerns about the values of young African American men.

September 11 Terrorist Attacks, 2001.

Tourism--United States.

United States. Navy.