

Finding Aid to The HistoryMakers® Video Oral History with Love Welchel, III

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Welchel, Love H., 1969-
Title:	The HistoryMakers® Video Oral History Interview with Love Welchel, III,
Dates:	July 31, 2012
Bulk Dates:	2012
Physical Description:	5 uncompressed MOV digital video files (2:16:05).
Abstract:	Human resources chief executive Love Welchel, III (1969 -) Welchel was interviewed by The HistoryMakers® on July 31, 2012, in New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2012_160
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Human resources chief executive Love Henry Welchel, III was born on February 4, 1969 at St. Joseph's Hospital in Birmingham, Alabama to Love H. Welchel, Jr. and Larma Miller Welchel. Welchel grew up in the Christian Methodist Episcopal Church (CME) denomination where his father, Love Henry Welchel, Jr. was a pastor. When the family lived in Durham, North Carolina, his father pastored Russell Memorial CME. In Dayton, Ohio his father was pastor of Phillips Temple CME. Welchel graduated from Westchester High School in Los Angeles, California. There, he was mentored in African American history by his teacher, Ivan Baldwin. Following high school, Welchel enrolled at Morris Brown College to study hotel and restaurant management. He is heavily involved in the debate team, matches trials, and befriends many international students.

Upon graduation, Whelchel was hired by New Leaf, Inc., a small publishing and distribution company. New Leaf eventually promoted him to a management position in the human resources department. In 1996, Whelchel began to work for the Atlanta Centennial Organizing Committee and the 1996 Olympic Games. Whelchel worked in managerial positions for several major corporations from 1996 to 2011, such as Top of the World and Global Conductor. Between 2004 and 2011, he worked in human resources at TBWA/Chiat/Day and Young and Rubicon Advertising Agency. There, Whelchel focused on issues of diversity and inclusion; especially, hiring and retaining minorities in upper-level management and executive positions.

In 2011, Sean Combs, chief executive officer and founder of Bad Boy World Wide Entertainment Group, hired Whelchel as his chief human resource officer. There, Whelchel oversees more than three-hundred employees and manages various businesses within Bad Boy, including restaurants, the Sean John clothing and accessories line, the Bad Boy Record Label and the Blue Flame marketing and consulting agency. Whelchel also focuses on global recruitment strategy, as well as and succession planning and associated development.

Love Henry Whelchel, III was interviewed by *The HistoryMakers* on 07/31/2012.

Scope and Content

This life oral history interview with Love Whelchel, III was conducted by Larry Crowe on July 31, 2012, in New York, New York, and was recorded on 5 uncompressed MOV digital video files. Human resources chief executive Love Whelchel, III (1969 -)

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

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:

Welchel, Love H., 1969-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Welchel, Love H., 1969---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Bad Boy Worldwide Entertainment Group

Occupations:

Human Resources Chief Executive

HistoryMakers® Category:

EntertainmentMakers

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 Love Welchel, III, July 31, 2012. 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 Love Welchel, III, Section
A2012_160_001_001, TRT: 1:31:38 2012/07/31

Love Welchel, III was born on February 4, 1969 in Birmingham, Alabama. His maternal family emigrated from the West Indies to Quitman, Georgia where his mother, Larma Miller Welchel, was born. She studied at Paine College in Augusta, Georgia and earned her Ph.D. degree in women's studies. Welchel's father, Love Welchel, Jr. was born in Warrenton, Georgia. He earned an undergraduate degree from Paine College and graduate degrees from New York University and Boston University. He was also an aide to the Reverend Dr. Martin Luther King, Jr. The forename Love is tradition—Welchel's grandfather, Love Welchel, Sr., changed his name after learning first-born sons several generations back were named Love. Welchel, Sr. was a graduate of the Interdenominational Theological Center in Atlanta, Georgia and an ordained minister in the Christian Methodist Episcopal Church. Welchel describes the sights, sounds, and smells of his childhood; his family moved frequently due to his father's career as a C.M.E. minister.

Video Oral History Interview with Love Welchel, III, Section
A2012_160_001_002, TRT: 2:29:29 2012/07/31

Love Welchel, III talks about attending grade school in Durham, North Carolina. He recalls forming a miniature "Black Panther Party" with his fellow black classmates at Immaculata Catholic School in Durham where he was an African American and Christian Methodist Episcopalian student at a predominantly white, Catholic School. In 1979, his family moved to Dayton, Ohio as part of his father's C.M.E. ministry at Phillips Temple. Welchel describes the musical atmosphere of Dayton, where members of the funk band Slave attended their church. The family moved to Los Angeles, California when Welchel made it midway through high school. He

attended Westchester High School in Los Angeles, California. Whelchel talks about his immediate family and managing moving, as well as his interests, activities, and favorite teachers in school. Whelchel also talks about the emergence and politics of hip hop in the 1980s and his family members' views on the genre.

Video Oral History Interview with Love Whelchel, III, Section
A2012_160_001_003, TRT: 3:30:08 2012/07/31

Love Whelchel, III had difficulty transferring his high school class credits from Dayton, Ohio to Westchester High School in Los Angeles, California. He took extra classes and was able to graduate from Westchester on time in 1987. Whelchel studied hotel and restaurant management at Morris Brown College in Atlanta, Georgia and describes his undergraduate experience at Morris Brown, including the filming of Spike Lee's "School Daze" in Atlanta in 1988, his roommates, and his favorite professors. Whelchel graduated in 1991 and began working for New Leaf Distributing Company. In 1996, he was involved with the Atlanta Centennial Organizing Committee for the Summer Olympic Games as a distribution manager. He recalls the Centennial Olympic Park bombing and meeting Shaquille O'Neal. In the late 1990s, he worked for Recruiters International, Inc. recruiting computer technology professionals. Whelchel also talks about his family and gang activity in Los Angeles and Atlanta.

Video Oral History Interview with Love Whelchel, III, Section
A2012_160_001_004, TRT: 4:29:14 2012/07/31

Love Whelchel, III talks about his career after leaving Recruiters International, Inc. Whelchel worked for a boutique recruiting firm in Los Angeles, California and in 2004, went to work for advertising agency TBWA\Chiat\Day as a recruiter. Around 2006, Whelchel was recruited to work as the Head of Global HR for Young & Rubicam (Y&R) in New York City. He talks about recruiting more African Americans for mainstream advertising agencies and the help he received from HistoryMaker Dr. Price Cobbs in increasing diversity at Y&R. From Y&R, Whelchel was recruited to interview with Bad Boy Worldwide Entertainment Group. He recalls

his meeting with executive and rapper Sean “Diddy” Combs and reflects on Combs’ business sense and the work culture at Bad Boy Entertainment He also talks about Bad Boy internships and the company’s international growth, as well as his own role in the company as Chief Human Resources Officer.

Video Oral History Interview with Love Welchel, III, Section
A2012_160_001_005, TRT: 5:15:36 2012/07/31

Love Welchel, III talks about the Bad Boy Worldwide Entertainment Group’s vision and its hope to be number one in all fields. Welchel describes how he has handled past discrepancies with employers, and what makes a good work environment. Welchel considers his legacy and what motivates him. He describes his hopes and concerns for the African American community and concludes by reflecting upon his life, his family, and how he would like to be remembered.