

# Finding Aid to The HistoryMakers® Video Oral History with Sandra Miller Jones

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## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Jones, Sandra Miller, 1946-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Sandra Miller Jones,
<b>Dates:</b>	August 14, 2014
<b>Bulk Dates:</b>	2014
<b>Physical Description:</b>	6 uncompressed MOV digital video files (2:20:12).
<b>Abstract:</b>	Marketing chief executive Sandra Miller Jones (1946 - ) was the founder and CEO of Segmented Marketing Services, Inc. Jones was interviewed by The HistoryMakers® on August 14, 2014, in Bermuda Run, North Carolina. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2014_214
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Marketing executive Sandra Miller Jones was born on August 6, 1946 in Winston-Salem, North Carolina. In 1968, Jones received her B.A. degree in sociology from Howard University, where she was a member of the Alpha Kappa Alpha Sorority. She then became the first African American woman to graduate from Northwestern University's Kellogg School of Business when she received her M.B.A. degree in 1971.

Upon graduation, Jones was hired as the first African American woman manager at Quaker Oats Company, where she managed several of the company's major franchises including the \$100 million-plus Quaker Oatmeal franchise. In 1978, Jones left Quaker Oats and founded Segmented Marketing Services, Inc. (SMSi), a national marketing services company. SMSi's client list includes Procter & Gamble, Blue Cross and Blue Shield, Revlon, Quaker Oats, Kraft Foods, General Mills, and the United States Postal Service, among others. In 2013, Jones founded SMSi Health Insurance Solutions, whose mission is to help underserved consumers acquire affordable health insurance. She also became an adjunct professor of marketing at Wake Forest University's Babcock School of Management.

Jones helped establish the National Black MBA Association and the Chicago Minority Purchasing Council, and helped start a business initiative for the League of Black Women in Chicago, Illinois. She has served as board chair of the Jack and Jill of American Foundation's WIN (We Invest Now) for Tomorrow, a program that teaches financial and investment skills to African American teenagers. She has also served on the boards of Family Services, Inc. and Summit School in Winston-Salem, as well as board chair of the Winston-Salem YWCA. In addition, she was active in women's and youth activities at Goler Memorial AME Zion Church in Winston-Salem.

Jones is married to her business partner, Lafayette Jones. They have one daughter, Bridgette.

Sandra Miller Jones was interviewed by *The HistoryMakers* on August 14, 2014.

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## Scope and Content

This life oral history interview with Sandra Miller Jones was conducted by Larry Crowe on August 14, 2014, in Bermuda Run, North Carolina, and was recorded on 6 uncompressed MOV digital video files. Marketing chief executive Sandra Miller Jones (1946 - ) was the founder and CEO of Segmented Marketing Services, Inc.

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## 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®.

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## 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.

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## Controlled Access Terms

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

### Persons:

Jones, Sandra Miller, 1946-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

### Subjects:

African Americans--Interviews

Jones, Sandra Miller, 1946---Interviews

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## Organizations:

HistoryMakers® (Video oral history collection)

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The HistoryMakers® African American Video Oral History Collection

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## Occupations:

Marketing Chief Executive

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## HistoryMakers® Category:

MediaMakers

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## 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 Sandra Miller Jones, August 14, 2014. 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).

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## 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.

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## Detailed Description of the Collection

### Series I: Original Interview Footage

Video Oral History Interview with Sandra Miller Jones, Section A2014\_214\_001\_001, TRT: 1:28:08 ?

Sandra Miller Jones was born on August 6, 1946 in Winston-Salem, North Carolina to Luther Hill Miller and Robert Miller. Jones' father grew up in Winston-Salem, where his mother, Bessie Miller, worked as a domestic for the Trotman family. After graduating from high school, Jones' father attended Johnson C. Smith University in Charlotte, North Carolina. He left after two years to work as the Trotman family's chauffeur. Jones' mother was born to Mary Hill, a farmer and entrepreneur, in Lillington, North Carolina, and moved to Winston-Salem to attend nursing school. Jones and her two sisters were raised

in the African American neighborhood of Boston-Thurmond in Winston-Salem. There, Jones' mother worked as a nurse and cosmetologist, while her father was a janitor and journalist at the Winston-Salem Journal. He wrote the column 'Happenings Around East Winston' for the newspaper's African American audience. Jones attended Kimberley Park Elementary School and John W. Paisley Senior High School in Winston-Salem.

Video Oral History Interview with Sandra Miller Jones, Section A2014\_214\_001\_002, TRT: 2:27:14 ?

Sandra Miller Jones grew up in Winston-Salem, North Carolina, which was home to North Carolina's largest black owned bus company, the Safe Bus Company. Her family belonged to the congregation of the Goler Memorial A.M.E. Zion Church, where she participated in several youth organizations. After elementary school, Jones attended John W. Paisley Senior High School, where she was inducted into the National Honor Society. Outside of school, she went to dances with her two sisters at the local Young Women's Christian Association and Winston-Salem Teachers College. Upon graduating in 1964, Jones enrolled at Howard University, where she majored in sociology. While there, she pledged to the Alpha Kappa Alpha Sorority and participated in the student takeover of the administration building led by Ewart Brown in 1968. After graduating that year, Jones became the first African American woman to attend Northwestern University's Graduate School of Management, which was then located in downtown Chicago, Illinois.

Video Oral History Interview with Sandra Miller Jones, Section A2014\_214\_001\_003, TRT: 3:29:10 ?

Sandra Miller Jones helped found the National Black MBA Association in 1970. At the time, she was a graduate student at Northwestern University's Graduate School of Management in Chicago, Illinois. After receiving her M.B.A. degree in 1971, Jones accepted a marketing assistantship at the Quaker Oats Company in Chicago. She was soon promoted to product group manager, becoming the only African American woman in a management position at the Quaker Oats Company. In that role, Jones was responsible for the marketing campaigns of several of the company's products, including Quaker Oats Instant Grits and Cap'n Crunch cereal. While living in Chicago, Jones became acquainted with the city's black business leaders, including advertising executives Thomas J. Burrell and Barbara Gardner Proctor and publisher John H. Johnson. In 1978, Jones left the Quaker Oats Company to found Segmented Marketing Services, Inc. Jones also talks about her classmate and colleague Charles H. Curry.

Video Oral History Interview with Sandra Miller Jones, Section A2014\_214\_001\_004, TRT: 4:28:28 ?

Sandra Miller Jones founded Segmented Marketing Services, Inc. (SMSi) in 1978. Her first client was her former employer, the Quaker Oats Company. In the early years of the company, Jones and her father, Robert Miller, travelled to national conferences to distribute gift bags with samples of their clients' products. As the firm grew, Jones hired more staff and expanded her client base to include prominent companies like Procter and Gamble and Soft Sheen Products, Inc. Jones met her husband, Lafayette Jones, while working as a consultant at the Johnson Products Company. After marrying in 1986, the couple combined their businesses into one firm, where they developed new marketing products like the Urban Call trade magazine. During this time, Jones worked as a volunteer for the election campaign of Mayor Harold Washington in Chicago, Illinois. Later, she served as chairman of the board at the Gateway YWCA in Winston-Salem, North Carolina.

Video Oral History Interview with Sandra Miller Jones, Section A2014\_214\_001\_005, TRT: 5:19:04 ?

Sandra Miller Jones founded SMSi Health Insurance Solutions in 2013. In partnership with the Blue Cross and Blue Shield of North Carolina, the company worked to ensure that North Carolina's African American and Hispanic communities were educated about the Patient Protection and Affordable Care Act of 2010. Jones talks about her plans for SMSi Health Insurance Solutions, and about her success in increasing sales for the clients of Segmented Marketing Services, Inc. Jones also describes her business philosophy and her advice to aspiring entrepreneurs, and reflects upon her life and legacy. She and her husband, Lafayette Jones, had one adopted daughter, Bridgette Miller Jones, who was the first African American woman to study at the East Carolina University School of Dental Medicine in Greenville, North Carolina. At this point, Jones talks about her hopes and concerns for the African American community, and describes how she would like to be remembered.

Video Oral History Interview with Sandra Miller Jones, Section A2014\_214\_001\_006, TRT: 6:08:08 ?

Sandra Miller Jones narrates her photographs.