

Finding Aid to The HistoryMakers® Video Oral History with William Pickard

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Pickard, William, 1941-
Title:	The HistoryMakers® Video Oral History Interview with William Pickard,
Dates:	October 20, 2017
Bulk Dates:	2017
Physical Description:	6 uncompressed MOV digital video files (3:05:27).
Abstract:	Entrepreneur William Pickard (1941-) one of the nation's first McDonald's owners was the founder and Chairman of Global Automotive Alliance. He was also a McDonald's franchise owner. Pickard was interviewed by The HistoryMakers® on October 20, 2017, in Detroit, Michigan. This collection is comprised of the original video footage of the interview.
Identification:	A2017_190
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Entrepreneur William Pickard was born on January 28, 1941 in La Grange, Georgia to William Pickard and Victoria Woodward. He attended Flint Mott College, where he earned his A.S. degree in 1962. In 1964, he graduated from Western Michigan University with his B.S. degree in sociology. In 1965, Pickard graduated from the University of Michigan with his M.A. degree in social work. In 1971, he graduated from Ohio State University with his Ph.D. degree.

In 1971, Pickard purchased his first McDonald's franchise in the Detroit area, and then expanded to own several franchises. In 1982, Pickard was appointed as the first Chairman of the African Development Foundation by President Ronald Reagan. In 1984, Pickard purchased Regal Plastics Company, a company that specialized in producing plastic moldings that were used in automobile parts. In 1987, Bearwood Management Company, Inc. was founded and Pickard became its president. In 1990, he was appointed to the National Advisory Committee on Trade Policy by President George H.W. Bush. The following year, he was appointed to the Federal Home Loan Bank Board of the Indianapolis Bank. In 1998, Pickard founded both Grupo Antolin Primera Automotive Systems and ARD Logistics. The following year, he helped found Vitec LLC. In addition, he became an investor with MGM Grand, Inc. for the construction of a casino in Detroit. In 1999, Pickard founded Global Automotive Alliance, a holding company to several automotive parts manufacturers, and served as its chairman. In 2003, he was part of a group that funded the media company, Real Times Media, LLC and purchased the Chicago Defender and other African American owned newspapers. In 2004, Pickard became the director of Asset Acceptance Capitol Corporation.

In 1980, Pickard was awarded the Distinguished Alumni Award by Western Michigan University. In 2001, he was named "Michiganiaan of the Year" by *Detroit News*; and, in 2016, he was appointed by Michigan Governor Rick Snyder to serve as a trustee on the Western Michigan Board of Trustees. In 2017, he published his book, *Millionaire Moves: Seven Proven Principles of Entrepreneurship*. In the same year, Western Michigan University

named a residence hall in his honor, along with Ronald Hall and Dennis Archer.

William Pickard was interviewed by *The HistoryMakers* on October 20, 2017.

Scope and Content

This life oral history interview with William Pickard was conducted by Larry Crowe on October 20, 2017, in Detroit, Michigan, and was recorded on 6 uncompressed MOV digital video files. Entrepreneur William Pickard (1941-) one of the nation's first McDonald's owners was the founder and Chairman of Global Automotive Alliance. He was also a McDonald's franchise owner.

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:

Pickard, William, 1941-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Pickard, William, 1941- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Entrepreneur

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 William Pickard, October 20, 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 William Pickard, Section A2017_190_001_001, TRT: 1:29:15 ?

Video Oral History Interview with William Pickard, Section A2017_190_001_002, TRT: 2:32:20 ?

Video Oral History Interview with William Pickard, Section A2017_190_001_003, TRT: 3:28:06 ?

Video Oral History Interview with William Pickard, Section A2017_190_001_004, TRT: 4:27:16 ?

Video Oral History Interview with William Pickard, Section A2017_190_001_005, TRT: 5:37:52 ?

Video Oral History Interview with William Pickard, Section A2017_190_001_006, TRT: 6:30:38 ?