

# Finding Aid to The HistoryMakers® Video Oral History with James "Bud" Ward

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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>	Ward, James Harold, 1925-2019
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with James "Bud" Ward,
<b>Dates:</b>	March 22, 2018
<b>Bulk Dates:</b>	2018
<b>Physical Description:</b>	6 uncompressed MOV digital video files (2:57:37).
<b>Abstract:</b>	Hotel executive James “Bud” Ward (1925- ) was a vice president at Marriott Corporation from 1970 to 1986, becoming the first African American vice president of a major hotel chain. Ward was interviewed by The HistoryMakers® on March 22, 2018, in Washington, District of Columbia. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2018_054
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Hotel executive James “Bud” Ward was born on June 4, 1925 in Worcester, Massachusetts to James Ward, Sr. and Pauline Walker. Ward graduated from North High School in 1943, and enlisted in the U.S. Air Force but ultimately served in the U.S. Navy for four years. Ward briefly studied at Howard University before transferring to Cornell University, where he became the first African American graduate of the school’s hotel administration program in 1952.

Upon graduating from Cornell University, Ward returned to Washington, D.C., and worked as a restaurant manager at Howard University. Shortly after, Ward was hired as the manager of the Book of T Motel in Miami, Florida. He then worked as a waiter at a local restaurant and as a desk night clerk at the Carver Hotel. Ward also served as the manager of the Lord Calvert Hotel in Miami. In 1958, Ward moved back to Washington, D.C. and joined a marketing and public relations consulting firm. In 1962, Ward founded Special-Market Resources, a consulting company that specialized in African American consumerism research and marketing. In 1967, Ward was hired by the Marriott Corporation to assess the minority employment practices at the company. He worked as a consultant for Marriott until 1970, when he joined the company as vice president of management and training development, making him the first African American to serve as vice president of a major hotel chain. Ward worked for the Marriott Corporation for almost twenty years, and played an instrumental role in expanding the hotel division, including working with the team that developed the Courtyard by Marriott Hotels. In 1986, he left Marriott to found Symbiont, Inc., an information technology company. James "Bud" Ward passed away on Wednesday, July 31, 2019.

In 1966, Ward co-published, *Go-Guide to Pleasant Travel*, a travel and leisure magazine for African Americans that provided lodging information during the segregation era. Ward has also been honored for his contribution to the African American community with his service as the first black vice president of a major hotel chain. In 2006, he was awarded the Jackie Robinson Robie Lifetime Achievement Award. The same year, Ward was given a

certificate of appreciation by the District of Columbia Superior Court.

Ward and his wife, Eulah, had three children: Forrest, Charles, and Sterling, and three grandchildren.

Ward was interviewed by *The HistoryMakers* on March 22, 2018.

Ward passed away on July 31, 2019.

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## Scope and Content

This life oral history interview with James "Bud" Ward was conducted by Harriette Cole on March 22, 2018, in Washington, District of Columbia, and was recorded on 6 uncompressed MOV digital video files. Hotel executive James “Bud” Ward (1925- ) was a vice president at Marriott Corporation from 1970 to 1986, becoming the first African American vice president of a major hotel chain.

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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:

Ward, James Harold, 1925-2019

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

### Subjects:

African Americans--Interviews

Ward, James Harold, 1925-2019 --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:

Corporate Executive

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## HistoryMakers® Category:

BusinessMakers

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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 James "Bud" Ward, March 22, 2018. 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 James "Bud" Ward, Section A2018\_054\_001\_001, TRT: 1:31:06  
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- Video Oral History Interview with James "Bud" Ward, Section A2018\_054\_001\_002, TRT: 2:29:30  
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- Video Oral History Interview with James "Bud" Ward, Section A2018\_054\_001\_003, TRT: 3:29:48  
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- Video Oral History Interview with James "Bud" Ward, Section A2018\_054\_001\_004, TRT: 4:30:28  
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- Video Oral History Interview with James "Bud" Ward, Section A2018\_054\_001\_005, TRT: 5:27:47  
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- Video Oral History Interview with James "Bud" Ward, Section A2018\_054\_001\_006, TRT: 6:28:58  
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