

# Finding Aid to The HistoryMakers® Video Oral History with Craig Welburn

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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>	Welburn, Craig, 1949-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Craig Welburn,
<b>Dates:</b>	August 19, 2018
<b>Bulk Dates:</b>	2018
<b>Physical Description:</b>	7 uncompressed MOV digital video files (3:08:25).
<b>Abstract:</b>	Restaurateur Craig Welburn (1949- ) and his wife, Diane Welburn, were the world's largest African American McDonald's franchise owners, with twenty-nine locations throughout the Pennsylvania and Washington, D.C. areas. Welburn was interviewed by The HistoryMakers® on August 19, 2018, in Martha's Vineyard, Massachusetts. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2018_172
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Restaurateur Craig Welburn was born on May 27, 1949 in Berwyn, Pennsylvania to Ruth Ann and Harold Ira Welburn. He graduated from Conestoga High School in Berwyn, Pennsylvania in 1967. Welburn went on to receive his B.A. degree in secondary education and social science from Cheyney State College in Cheyney, Pennsylvania in 1971, and his M.A. degree in management from Central Michigan University in Mount Pleasant, Michigan.

From 1972 to 1983, Welburn worked in middle management at the New Jersey Bell Telephone Company. While there, Welburn began a four year part-time training program with the McDonald's Corporation in 1979 that would prepare him to purchase and run his own McDonald's franchise. He and his wife, Diane Welburn, purchased his first McDonald's location in the West Kensington neighborhood of North Philadelphia in 1983. That same year, Welburn and his wife founded their own company, Welburn Management. Through Welburn Management, the couple would acquire eight restaurants in Philadelphia, New Jersey, and Delaware. They expanded into the Maryland, Washington, D.C., and Northern Virginia areas in 2001, adding another twenty five restaurants. In 1999, Welburn was named chairman and CEO of the National Black McDonald's Operators Association. During his tenure, Welburn helped to increase the number of African American owned restaurants in the McDonald's system by forty percent.

Welburn served on the board of directors of the Phil Ad Mac organization; as chairman of the McDonald's African American Consumer Market Advertising Committee; and as a member of the McDonald's Operators National Advertising Committee. He was also a member of the McDonald's National Leadership Council and served on the Library of Congress' James Madison Council. In 2002, Welburn established the Craig Welburn Endowed Scholarship Fund his alma mater, Cheyney University, to improve support of financial need for students. He has also received many awards and honors for his work. In 2013, Welburn and his wife were honored with the People Leadership Award by the Baltimore Washington Region ROA and he was inducted into the Boule in 2015.

Welburn and his wife, Diane E. Welburn, have four children.

Craig Welburn was interviewed by *The HistoryMakers* on August 19, 2018.

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## Scope and Content

This life oral history interview with Craig Welburn was conducted by Larry Crowe on August 19, 2018, in Martha's Vineyard, Massachusetts, and was recorded on 7 uncompressed MOV digital video files. Restaurateur Craig Welburn (1949- ) and his wife, Diane Welburn, were the world's largest African American McDonald's franchise owners, with twenty-nine locations throughout the Pennsylvania and Washington, D.C. areas.

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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:

Welburn, Craig, 1949-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

### Subjects:

African Americans--Interviews

Welburn, Craig, 1949- --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:

Restaurateur

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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 Craig Welburn, August 19, 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 Craig Welburn, Section A2018\_172\_001\_001, TRT: 1:27:10 ?

Video Oral History Interview with Craig Welburn, Section A2018\_172\_001\_002, TRT: 2:30:42 ?

Video Oral History Interview with Craig Welburn, Section A2018\_172\_001\_003, TRT: 3:28:32 ?

- Video Oral History Interview with Craig Welburn, Section A2018\_172\_001\_004, TRT: 4:27:34 ?
- Video Oral History Interview with Craig Welburn, Section A2018\_172\_001\_005, TRT: 5:27:56 ?
- Video Oral History Interview with Craig Welburn, Section A2018\_172\_001\_006, TRT: 6:28:45 ?
- Video Oral History Interview with Craig Welburn, Section A2018\_172\_001\_007, TRT: 7:17:46 ?