

Finding Aid to The HistoryMakers® Video Oral History with Valerie Daniels-Carter

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Daniels-Carter, Valerie Ruth, 1958-
Title:	The HistoryMakers® Video Oral History Interview with Valerie Daniels-Carter,
Dates:	January 26, 2022
Bulk Dates:	2022
Physical Description:	7 uncompressed MOV digital video files (3:23:31).
Abstract:	Food franchise executive Valerie Daniels-Carter (1958 -) co-founded V&J Holdings in 1982, which has included franchises of Burger King, Pizza Hut, Auntie Anne's, Häagen-Dazs, and others. She owns a minority stake in the Milwaukee and has served on the board of the Green Bay Packers and as chair of AAA, president of the Minority Franchise Association of Burger King Corporation, CFO of Auxiliaries in Ministries of the Church of God in Christ, and executive board member of the National Franchisee Association. Daniels-Carter was interviewed by The HistoryMakers® on January 26, 2022, in Milwaukee, Wisconsin. This collection is comprised of the original video footage of the interview.
Identification:	A2022_004
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Food franchise executive Valerie Daniels-Carter was born on February 5, 1958, in Milwaukee, Wisconsin, to Kathryn and John Daniels. She received her B.S. degree in business administration in 1978 from Lincoln University in Jefferson City, Missouri, and her M.B.A. degree from Cardinal Stritch College, in Milwaukee, Wisconsin.

While in high school, Daniels-Carter served as a secretary at a U.S. Army recruiting office. Upon graduating from college, she received an offer to play professional basketball with the Milwaukee Does. She instead worked as a retail and commercial lender at First Wisconsin National Bank (later U.S. Bank) and an auditor in the financial underwriting division of MGIC Investments Corporation before she and her brother John started V&J Foods in Milwaukee with one Burger King restaurant in 1982. V&J Foods became V&J Holdings and expanded its portfolio to include more restaurants, including Pizza Hut, Auntie Anne's, and Häagen-Dazs. V&J Holdings has been named in the Top 500 Women-Owned Businesses by *Working Women Magazine*, Top 200 Restaurants in the U.S. by *Restaurant Finance Monitor*, and Top 100 Black-owned Businesses by *Black Enterprise*.

In 2011, Daniels-Carter joined the board of the Green Bay Packers. Three years later, Daniels-Carter, Michael J. Barber, Virgis Colbert, Charles Harvey, and Cory Nettles formed Partners for Community Impact and acquired a minority ownership stake in the Milwaukee Bucks NBA team.

Daniels-Carter has served as chair of the American Automobile Association (AAA), president of Milwaukee World Festival, Inc., and the Minority Franchise Association of Burger King Corporation, CFO of Auxiliaries in

Ministries of the Church of God in Christ, executive board member of the National Franchise Association, and on the boards of the Rainbow/PUSH Coalition, Firststar Bank, Auto Club Group, and AAA of Michigan and Wisconsin.

Daniels-Carter was named Entrepreneur of the Year by Ernst & Young and Merrill Lynch in 1994; received the Business Award from the National Rainbow PUSH Coalition in 1997; was recognized by *Essence* as one of the Top 10 Black Female Entrepreneurs and one of the 50 Most Inspiring African Americans in the U.S.; and received the Legacy Award from *Black Enterprise*, which also named her one of the 50 Most Inspiring Women in Business and one of the women of the *Black Enterprise* 100. Daniels-Carter has received honorary degrees from Cardinal Stritch University and Lincoln University and is a member of the National Black College Alumni Hall of Fame.

Daniels-Carter lives in Milwaukee, Wisconsin. She and her late husband, Jeffrey Carter, had one son, Jeffrey Carter II.

Valerie Daniels-Carter was interviewed by *The HistoryMakers* on January 26, 2022.

Scope and Content

This life oral history interview with Valerie Daniels-Carter was conducted by Larry Crowe on January 26, 2022, in Milwaukee, Wisconsin, and was recorded on 7 uncompressed MOV digital video files. Food franchise executive Valerie Daniels-Carter (1958 -) co-founded V&J Holdings in 1982, which has included franchises of Burger King, Pizza Hut, Auntie Anne's, Häagen-Dazs, and others. She owns a minority stake in the Milwaukee and has served on the board of the Green Bay Packers and as chair of AAA, president of the Minority Franchise Association of Burger King Corporation, CFO of Auxiliaries in Ministries of the Church of God in Christ, and executive board member of the National Franchise Association.

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:

Daniels-Carter, Valerie Ruth, 1958-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Daniels-Carter, Valerie Ruth, 1958---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Food Service Executive

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 Valerie Daniels-Carter, January 26, 2022. 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 Valerie Daniels-Carter, Section A2022_004_001_001, TRT: 1:28:29 ?

Video Oral History Interview with Valerie Daniels-Carter, Section A2022_004_001_002, TRT: 2:29:06 ?

Video Oral History Interview with Valerie Daniels-Carter, Section A2022_004_001_003, TRT: 3:31:31 ?

Video Oral History Interview with Valerie Daniels-Carter, Section A2022_004_001_004, TRT: 4:30:22 ?

Video Oral History Interview with Valerie Daniels-Carter, Section A2022_004_001_005, TRT: 5:28:39 ?

Video Oral History Interview with Valerie Daniels-Carter, Section A2022_004_001_006, TRT: 6:28:44 ?

Video Oral History Interview with Valerie Daniels-Carter, Section A2022_004_001_007, TRT: 7:26:40 ?