

# Cabell Brand

## GENERAL INFORMATION

**Chairman** - of the Cabell Brand Center, a research and action center that seeks to examine, understand and network for students to study poverty, environmental, and peace issues. Currently the centers emphasis on environmental sustainability with a focus on fresh water preservation. In particular rainwater harvesting and storm water management.

**Author of the Book:** *If Not Me, Then Who? How you can help with Poverty, Economic Opportunity, Education, Healthcare, Environment, Racial Justice, and Peace Issues in America.*



**Web Site:** [www.CabellBrandCenter.org](http://www.CabellBrandCenter.org) or [www.IfNotMeThenWho.org](http://www.IfNotMeThenWho.org)

Cabell Brand returned to his home in Salem in 1949 and took over his father's small direct selling shoe business, the Ortho-Vent Shoe Company. Using this as a base, he expanded the business, formed The Stuart McGuire Company, Inc., took it public in 1970 and sold it in 1986 to the Home Shopping Network.

He founded Total Action Against Poverty in the Roanoke Valley in 1965 and was its President and Chairman for 30 years. During that 30 year period, he helped start many innovative programs such as – Head Start – the Child Health Investment Project (CHIP) – Virginia CARES – Virginia Water Project, all focused on low income people.

He is married to the former Shirley Hurt and together they have five children and 13 grandchildren.

## EDUCATIONAL BACKGROUND

- Graduated from Andrew Lewis High School, Salem, VA - 1940 (Most Outstanding Student).
- Editor of high school newspaper and on state championship debating team for three years.
- Graduated from Virginia Military Institute (VMI) - 1944 (first in class in Electrical Engineering).
- Attended nine sessions at Harvard Business School, and University of Virginia in conjunction with special programs of the Young Presidents' Organization.
- Completed AMA Management Course and AMA's President's Course.

## MILITARY SERVICE

- U.S. Army for four years - World War II, 70th Infantry Division, European Theatre; received the Bronze Star; held rank of Captain at end of military service.

## WORK HISTORY - CURRENT

- Founder & Chairman – Cabell Brand Center for International Poverty and Resource Studies – 1988 to Present
- Shepard Poverty Program Alumni-Advisory Committee at Washington & Lee University - 1999 to Present
- Director for the Foundation for Alternative and Integrative Medicine - 2005 to Present

- Advisor to the President of Lynchburg College on matters of natural resource use, economics, and public service - 2010 to Present

## **WORK HISTORY - PREVIOUS**

- Economic Analyst in the Intelligence Office of Berlin Military Government (in Berlin during The Blockade) and with the U.S. Foreign Service in Europe - 1947 to 1949
- Vice President - The Ortho-Vent Shoe Co. - 1949 to 1962
- President - Brand-Edmonds Associates Advertising - 1956 to 1966
- Chairman of the Board - Brand-Edmonds Associates Advertising -1962 to 1981
- Founder and President - The Stuart McGuire Company, Inc. - 1962 to1985
- Chairman of the Board & Chief Executive Officer - The Stuart McGuire Co., Inc. - 1973 to 1986
- Chairman Emeritus - The Stuart McGuire Co., Inc. (assumed Sales Manager position at Ortho-Vent Shoe Co. - 1949; developed Direct Selling shoe business into a national corporation; taking it public in 1970 as The Stuart McGuire Co.; expanded product line to ready-to-wear and jewelry; converted to a mail order conglomerate, then into a full service mall order operations and fulfillment business. Finally merged corporation in 1986 with Home Shopping Network.)
- Consultant - Home Shopping Network - 1986 to 1995
- Board of Directors - First Virginia Bank-Southwest Roanoke, VA. (Successor to Farmers National Bank of Salem, VA.) - 1973 to 1997
- Board of Directors - First Virginia Banks Inc., Falls Church, VA. -1976 to 1997
- Board of Directors - Interstate Engineering Co, Anaheim, CA. – 1996 – 2002
  - Electrolux Corporation 1996 - 2003
  - Armstrong Chemical 1981 – 1990
- President - Recovery Systems, Inc. – 1986 - 2004 main business - international sustainable environmental and economic development consultants
- Research Associate - Roanoke College – 1986 - 2005

## **AWARDS & HONORS**

- Director of the Young Presidents' Organization 1972
- Hall of Fame Award of the Direct Selling Association
- “Outstanding Citizen Award” by the Virginia Council of Social Welfare 1967
- “Distinguished Service Award” by the Roanoke JC’s 1975
- “Citizen of the Year” by the Salem Roanoke Co. Chamber of Commerce 1979
- VISTA Award (1980 – as the businessman in the U.S. who had done the most for low income people)
- Finalist for the “Chivas Regal National Entrepreneur Award” 1989
- Virginia State Board of Health (nine years – served as Chairman until 1989)
- Lyndon Baines Johnson Humanitarian Award 1990
- Ink Magazine, National Award for “Entrepreneur of the Year” 1990
- Humanitarian Award from that National Conference of Christians and Jews 1991

- Gold Medal Award from the Governor of Virginia Doug Wilder for “Volunteering Excellence” 1992
- Recipient of the first “Jonathan Daniels Award” by VMI Promaji Club 1992
- Featured in “*Some do Care*” for exemplary leadership in the United States 1993
- “Noel Taylor Humanitarian Award” presented by Senator John Warner 1995
- “John C. Hancock Community Service Award” by the Roanoke United Way 1996
- “Award of Excellence” by the Clean Valley Council 1997
- South West Virginia Junior Achievement Hall of Fame 1997
- Received Honorary Degree as Doctor of Humane Letters from Roanoke College May 1997
- Featured in “*Stone Soup for the World*” along with Eleanor Roosevelt, President Jimmy Carter , and Nelson Mandela 1998
- “Outstanding Citizen’s Award” Salem Rotary Club 1999
- Received Honorary Degree as Doctor of Letters from Washington & Lee University June 1999
- Virginia Conservation Network “Lifetime Award for Environmental Activism” 2003
- Received Honorary Degree as Doctor of Humanities from Ferrum College June 2005
- Received an Honorary Degree as Associate in Human Letters from Virginia Western Community College June 2005 where he was also the keynote speaker for the graduation
- First recipient of the Salem-Roanoke County Chamber of Commerce Life time Achievement Award March 30th, 2010
- The American Red Cross Celebration of Heroes Award for Community Impact March 31st, 2010
- The National Society of the Daughters of the American Revolution (DAR) Medal of Honor awarded May 8th, 2010

## **CIVIC, INDUSTRIAL, VOLUNTEER & PROFESSIONAL AFFILIATIONS**

### **Current**

Member	The U.S. Association of the Club of Rome
Member	Social Venture Network
Life Member	Direct Selling Association
Member	Roanoke Valley Historical Society
Member	Torch Club of Roanoke Valley
Member	Shenandoah Club
Member	Salem Presbyterian Church
Member	President’s Circle - National Academy of Sciences
Member	Roanoke Valley Business Council
Member	Roanoke and Salem Chambers of Commerce

## **CIVIC, INDUSTRIAL, VOLUNTEER & PROFESSIONAL AFFILIATIONS**

### **Previous**

Founder/Chairman Emeritus	Total Action Against Poverty in the Roanoke Valley (TAP). Participated in starting this anti-poverty program with business sponsorship and served as its first and only President - 1965 to 1995
Board of Directors	CHIP of Virginia (Child Health Investment Project) - 1992.... Chairman - 1993 to 1996
Member	Virginia State Board of Health - 1984 to 1993 Vice Chairman - 1985 to 1989; Chairman - 1989 to 1993
Board of Directors	ATI/Armstrong Laboratories, West Roxbury, MA. 1987 to 1993
Board of Directors	The Woodlands Center for Growth Studies, a research consortium of Texas Universities (HARC)
Board of Advisors	The Institute of Socioeconomic Affairs, White Plains, NY.
Board of Directors	Global Water, Washington, DC.
Member	Governor's Commission of Federal Funding of State Domestic Program (appointed by Governor Gerald Baliles) - 1986 to 1988
Chairman	World Business Council Argentina Seminar Buenos Aires - 1988
President	Private Sector Commission of Virginia Community Action Agencies - 1986 to 1987
Member	Futures Advisory Board of Congressional Clearinghouse on the Future, Washington, DC. - 1983 to 1987
Member	Commission of Block Grants of the Commonwealth of Virginia (appointed by Governor Charles S. Robb) - 1982 to 1985
Chairman of the Board	Direct Selling Association
Chairman	DSA Long Range Planning Committee
Chairman	Task Force on Employment (and initiated local Business Advisory Council to coordinate resources of business, public schools and government programs in improving job opportunities)
Director	Young Presidents' Organization

Chairman	YPO International Education Committee
Chairman	Chairman of the following YPO Seminars <ul style="list-style-type: none"> <li>• South American Seminar - February 1968</li> <li>• Mid-American Seminar - Jan./Feb. 1969</li> <li>• White House Fellows (co-chaired) - July 1970</li> <li>• Comparative Governments - Sept./Oct. 1970</li> <li>• African Seminar - July/August 1971</li> <li>• Soviet Union Seminar - July/August 1972</li> </ul>
Founding Member and President	Roanoke Touchdown Club
President	Salem Rotary Club
Director	Roanoke Sales Executive Club
Director	Roanoke Valley Council on Community Services
Director	The Ethics Resource Center
Director	Opportunities Industrialization Center (OIC); participated in setting up its vocational training facility in the Roanoke Valley
Trustee	Carnegie Council on Ethics & International Affairs (CCEIA)
Member	Chamber of Commerce of the United States - Education and Manpower Committee; Council on Trends and Perspective
Part-Time Professor	Roanoke College (helped develop Night School; taught courses in business administration and advertising)
Member	Roanoke County School Standards on Education Committee
Member	President's Association of the American Management Association
Founding Member	World Business Academy, Burlingame, CA. - 1987....
Board of Directors	Virginia Community Development Corp., Richmond, VA. – 1992 - 2006
Board of Directors	Virginia Health Care Foundation, Richmond, VA. – 1993 – 2000
Board of Directors	Virginia Foundation for the Humanities and Public Policy, Charlottesville, VA. - 1993. - 1998
Board of Directors	Blue Ridge Public Television – 1993 - 2005
Board of Directors	Action Alliance for Virginia's Children & Youth – 1994 - 2002
Board of Trustees	Western Virginia Land Trust, Roanoke, VA. -1995 – 2003

Associate	World Resources Institute, Washington, DC. – 1985 – 2004
Member	New Century Council Quality of Life/Environment Committee- 1995 – 2002
Member	Executive Council of The Conference Board, New York, NY.
Member	The Chief Executives Organization (CEO), Bethesda, MD.
Member	World Presidents’ Organization, Alexandria, VA.
Member	The Newcomen Society of North America
Formerly Trustee	The H. John Heinz III Center for Science, Economics and the Environment
For Reference see	Who’s Who in America

On April 19, 2009 the Roanoke Times published on the front page a 4-page article with interactive web videos, video time-line, and 360-degree video panorama on my activities and on the book. This is the latest in cutting-edge interactive news journalism.

Article: <http://www.roanoke.com/news/roanoke/wb/200174>  
 Videos: <http://www.roanoke.com/wb/xp-202173>  
 Pictures: <http://www.roanoke.com/wb/xp-202171>  
 Time Line: <http://www.roanoke.com/wb/xp-197307>  
 Panorama: <http://www.roanoke.com/wb/xp-199651>