



State of North Carolina Alcoholic Beverage Control Commission Newsletter

October 2009 Issue 8

Our best wishes go out to those ABC store managers who have recently retired and congratulations on a job well done!

We also wish to recognize other ABC managers and industry representatives who have long years of service and continue in the ABC system in North Carolina.

Joe Sullivan Carolina Data Systems 45 Years



Pioneering CDS Co-founder Bids Adieu

Joe Sullivan, Vice President, General Manager and one of the founding members of Carolina Data Systems

(CDS), retired from the company's day-to-day operations on August 14, 2009. Over the past 25 years, Joe became a familiar face to the professionals in the North Carolina ABC industry as CDS blazed a technological trail for ABC boards to follow to elevate their point-of-sale (POS), inventory control and accounting functions from proprietary cash registers and labor-intensive office systems to the open architecture of personal computers. He continues to serve CDS in an advisory capacity and is a member of the company's board of directors.

During the course of his tenure with CDS, Joe was instrumental in the company's growth from a tenuously-financed startup with four enthusiastic staff members and a handful of customers to a dynamic enterprise with a customer base of 123 ABC boards, spanning the state from the mountains to the coast. In a 45-year career in the business machine industry, Joe says the accomplishment he is most proud of is the role he played in bringing cost-effective computerization to North Carolina's ABC boards. He says that CDS has been a pivotal player in helping to automate the state's ABC store system, a process that he says was made practical by the company's development of a service infrastructure that meets the

maintenance and support needs of customers ranging from high-volume, urban ABC boards to rural and remote single-register ABC stores.

Upon his graduation from Campbell University in 1964, Joe began his career as an accounting machine/posting machine salesman in the Charlotte office of NCR. Subsequently, he worked at NCR branches in Hickory and Gastonia before transferring in 1972 to Fayetteville where he and his wife Maude raised a family and still reside. After decades of daily devotion to professional responsibilities, Joe and Maude are enjoying more time with their children and grandchildren and are making frequent and leisurely excursions to their beach home near Topsail Island.

In his early career, Joe designed and sold NCR accounting machine systems to small-to-mid-sized businesses in various industries. His duties also involved the selling of punched card and punched paper tape peripherals that were used in that era for computer input and output. Later, he sold magnetic key-to-tape devices that were developed to replace punched card and paper tape equipment and to speed up and lower the cost of data input into mainframe computer systems.

Later in the 'sixties and in the early 'seventies, Joe recalls, his sales efforts shifted to more sophisticated accounting machines that had the ability to read and store data electronically on magnetic stripes that adhered to the backs of individual ledger cards. In a sign of things to come, the machines could be expanded to include hard drives. He notes that much of the computer

equipment during the early 'sixties was based upon iron-ferrite core memory, which was assembled manually and was very expensive. Typical memory requirements for the hulking entry-level systems of that era began with as little as 16,000 bytes of memory as compared to current-day entry-level desktop systems with 2-4 billion bytes of semi-conductor memory.

Reflecting on his career, Joe marvels at experiencing first-hand the evolution of computers from arcane systems that were affordable only by very large companies to the inexpensive desktop computers that are commonplace today. He greatly treasures, he says, the enduring friendships he made along the way. And he is thankful, he adds, for the loyal support he has received over the years.

Joe is succeeded in his day-to-day managerial duties by Angie Boone, who was named Administrator in August. Chris Whitford was appointed Sales Executive after serving almost two years of sales apprenticeship to Joe. While trying to avoid overly interfering with his Topsail Island fishing exploits, Danny, Angie and Chris consult regularly with Joe for strategic advice.

Lonnie Simmons
Hertford County ABC
33 Years

A local ABC officer, Calvin Pierce, visited Lonnie in his home to make him aware of a clerk position open at the Hertford County ABC store in Murfreesboro. Whitey Perry had just taken over as Manager of the ABC system and hired Lonnie for this position

where he has remained for 26 years. He became Manager of the ABC store in February, 1984.



Upon Mr. Perry's retirement in 2002, Lonnie became the ABC system Manager and has remained in this position for seven years. The ABC store in Murfreesboro was the first store in Hertford County. Today, there are two additional stores located in Ahoskie and Winton.

After serving in the Air Force in Homestead, Florida, Lonnie returned home to his native Hertford County and was employed with Union Camp in Franklin, Virginia for eight years before his ABC career.

Lonnie plans to retire December 31, 2009 with 33 years and two months service. His wife retired last year with 39 years service at International Paper (formerly Union Camp), and they plan to enjoy more time with their grandchildren. Lonnie also enjoys fishing and hunting and hopes to do more of each. He has two retired brothers in the area and hopes to spend more time with them.

Hertford County ABC opened in 1965. Annual sales are approximately \$1.9 million.

Hertford County is home to Chowan University, a Christian educational institution founded in 1848 by Baptist families and named Chowan – which means "people of the south" – to honor the Native American Algonquin Chowanook tribe.

**Fred Bradley
Sparrow & Associates
31 Years**

Fred is a Raleigh, NC native who began his career in the liquor business there on November 12, 1978.



Fred's early careers were with IBM and United Parcel Service. Then in 1978, high-school friend Scott Kelly recruited him to come and work as salesman with him and his father Fred Kelly in their brokerage business, Kelly Sales Agency Ltd. Fred's territory included eastern North Carolina and the Virginia and NC military bases. He worked with Fred and Scott for 10 years.

Fred recalls his first sale of two cases of the Elvis Presley Bust Decanters to Chairman Bart Burgwyn at the Northampton County ABC. There were only two self-service ABC stores in North Carolina at that time.

In 1988, while retaining his eastern North Carolina territory, Fred went to work with broker Tom Strickland of Charlotte, NC.

In July of 1997, Fred began working with Sparrow and Associates of Washington, NC. He completed his 31 years in the business with Sparrow and Associates and retired on July 1, 2009.

In addition to his years in the liquor business Fred was active in the US Army Reserves from 1968 until January 1997. One of his assignments was at Ft. Lewis, Washington, during the Desert Storm War. His job assignment included processing Reservist and National Guard soldiers who were coming home from the war. He was pleased to be a part of a processing center arrangement (1992-1994) that was later implemented by the ROTC for processing purposes. He retired as a Sergeant Major after 29 years of service.

Fred and his wife Carole, a retired high-school foreign language teacher, now live in North Myrtle Beach, SC. They have five sons and 10 grandchildren, ranging in age from two to 14 years. Fred has his real estate license and is "dabbling" a little in that field. He also enjoys taking advantage of the many golf courses in the area.

DeeDee Leggett
Sparrow & Associates
23 Years

I'd like to take this time to say thank you for all the friendships and working relationships I've made with you during my twenty-three years with Sparrow & Associates, Inc. I will miss all of you and cherish the memories of knowing and working with the ones that have come and gone, the ones still here, and wish the best to all I've not had the opportunity to meet.



When I began with Sparrow & Associates, Inc., there were five employees and one office with two rooms. This company has grown by leaps and bounds, and I've been honored to be a part of watching it grow. Speaking of watching growth, it's AMAZING to realize that Avery and Andrew were small children when I began working here, and now they are grown men. Time is precious, and it sure does fly.

I will be working here for a short while longer but wanted to be sure to let my appreciation be known to all the ones I've worked with through the years – with Sparrow & Associates, Inc., the NC ABC Commission, the ABC Boards, the distilling companies' employees and

representatives, Keech & Company, LB & B, our computer programmer (Greg), our computer technician (Glenn), and so many more. I will miss you all.

Prior to her employment with Sparrow and Associates, DeeDee worked with Hamilton Beach, Beaufort County Mental Health, Barry L. Gutfield & Associates, CPA and a local newspaper.

DeeDee has two daughters. One daughter graduated from East Carolina University with a degree in Business Management and the other is a junior at East Carolina and is pursuing a business degree while working with Brody School of Medicine.

Bob Shipp
Carteret County ABC
15 Years



A Wilmington native, Bob attended high school with New Hanover County General Manager Billy Williams and former ABC Commission Chairman Douglas Fox.

After graduating from high school, Bob enrolled in 1963 at Wilmington College (now The University of North Carolina at Wilmington) where he began his baseball career. He played first base and

the team won the Junior College World Series. He left college for professional baseball and signed on with the Cincinnati Reds for two and a half years, playing in the outfield position. He returned to Wilmington and completed college at what had become the University of North Carolina at Wilmington.

After graduating from college, Bob relocated to Carteret County in 1974 where he began a 10 1/2 year career as an agent with the State Bureau of Investigation. He recalls such high profile cases as the arrest of a Brunswick County Sheriff, two Marine Fisheries Officers, and the Mayor of Holden Beach. Former Governor Mike Easley was the District Attorney for Brunswick County at the time of these arrests.

After his SBI career, Bob served as Magistrate in Carteret County from 1989 to 1995, and later in 1995, began his ABC career as General Manager with Carteret County ABC.

There has been a \$7.6 million growth in sales during Bob's tenure, and the ABC Board has relocated and modernized their retail stores, converting them to Super Stores.

Bob credits his long career with the ABC system in Carteret County to "not ordering business cards" during his tenure. Previous to his employment, there were four general managers in less than a year, and each of them ordered business cards.

Carteret County ABC opened in 1936. Annual sales are approximately \$10.8 million.

Carteret County is home to the Cape Lookout Lighthouse and beaches along its shores.

Recent Grand Openings



High Country ABC



Greensboro ABC – Ring Road

Send any retirement and other announcements for inclusion in future newsletters to Guy Potts
guy.potts@abc.nc.gov or call
919-218-0748



**New Hanover County ABC
Carolina Beach**



**Onslow County ABC
Richlands**



Weaverville ABC