



**William Goldring**

**Chairman, Sazerac Company, Inc.**

Bill Goldring is a lifelong New Orleans resident, and he has spent his entire adult life supporting the community and helping to change the landscape of the city.

Goldring attended Newman School and graduated from Tulane University. After serving in the National Guard, he joined his father's beverage alcohol business. He quickly became a tenacious marketer and built a far-reaching network of companies in the beverage alcohol business. Today, Goldring is Chairman of Sazerac Company, one of New Orleans's oldest, largest, and most successful family businesses. Sazerac produces over 300 different brands of spirits, many of which are sold in more than 100 countries. World-famous brands such as Pappy van Winkle, Southern Comfort, and Buffalo Trace can be found in drinking establishments throughout the world. Today Sazerac is America's largest distiller, operating plants across the country from California to Maine. It has expanded internationally with production facilities in Montreal and sales operations throughout Europe, Asia, and Australia. Its Buffalo Trace Distillery in Frankfort, Kentucky, is a National Historic Landmark.

Goldring is also Chairman of Crescent Crown Distributing, one of the largest beer wholesalers in the country, serving south Louisiana, Arizona, and the northern part of Florida.

Beyond his business interests, Goldring serves as chairman of the Goldring Family Foundation and the Woldenberg Foundation. Together, these foundations are among the top private foundations in the state of Louisiana. Goldring has used the foundations to help move New Orleans forward directing much of the giving to the city's charities. He has focused on projects that would help grow tourism and the economy such as Woldenberg Park, Audubon Institute, the National World War II Museum, the New Orleans Culinary and Hospitality Institute (NOCHI), and the Stephen Goldring building that houses the Ogden Museum.

These have transformed the city's landscape by creating a vista for the riverfront that had been previously closed from public view and helping to build out the downtown museum district. Also, the St. Katharine Drexel Chapel, Tulane's business school complex, City Park's Great Lawn, and the two Jewish Community Centers in town; all would not have been possible without the generosity and leadership from Goldring's foundations. These are just a few examples of the hundreds of not-for-profit organizations that benefit from the Goldring foundations each year.

The foundations have also made major investments in education. Goldring has helped fund the post-Katrina, K-12 education reform movement and for many years it has made major gifts to higher education institutions such as Tulane, Xavier University of Louisiana, and Dillard University. Goldring is so committed to education that he grants a four-year college scholarship to every dependent child of every employee in all of his companies. Many of the students use their scholarships to attend UNCF member institutions. Goldring understands that the greatest opportunity to improve the long-term health of New Orleans, economically and culturally, is to lift people up through educational advancement. In addition, Bill has been the guiding light in establishing the Goldring Center for Culinary Medicine at Tulane Medical School, as well as the Goldring/Woldenberg Institute of Southern Jewish Life.

Goldring has been a member of the Board of Administrators for Tulane University for over three decades and is the longest-serving board member in Tulane's history. Bill also currently serves on the Ogden Museum Board of Directors and the National World War II Museum board. Goldring is also a member of the New Orleans Business Council Board of Directors, Louisiana Association of Business and Industry, and the National Beer Wholesalers Association. He has previously served as chairman of the Audubon Institute Foundation, and has also served as a past board member of Isidore Newman School, New Orleans Chamber of Commerce, World Trade Center, Touro Infirmary, Anti-Defamation League, Temple Sinai, the Howard Tilton Memorial Library Association, the Louisiana State Police Commission, and Wine & Spirits Wholesalers of America.

Goldring has received many awards and honors. He was named as one of the first 100 Influential Leaders by AACSB International, the global accrediting body and membership association for business schools. He has also won the Paul Tulane Society Award and the A.B. Freeman School of Business Distinguished Alumni Award. Tulane also recognized him as the Distinguished Entrepreneur of the Year and with the Dermott McGlinchey Lifetime Achievement Award. He won the Outstanding Philanthropist Award from the Association of Fund Raising Professionals. Goldring is a City of New Orleans Medal of Honor winner and was recognized by Gambit as the New Orleanian of the Year and by The Times-Picayune as the Loving Cup recipient. Other honors include the Norman Lipman Award, Spirit of Mount Vernon Award, Louisiana Governor's Arts Award, United Way Alexis de Tocqueville Award, Ogden Museum Opus Award, and Wine and Spirits Wholesalers Lifetime Achievement Award. Goldring is also a member of the Junior Achievement Hall of Fame and the New Orleans Hilton Walk of Fame. In celebrating the 300<sup>th</sup> anniversary of New Orleans, Goldring was honored as one of the 12 Icons in the city.

Goldring's life was greatly influenced by a letter his father gave him on his 21st birthday. In part, the letter challenged the younger Goldring to share the financial rewards from his business and stated that with success comes great responsibility. Goldring has succeeded in living up to his father's expectations by giving back with his time, talents and treasures.