

Holtzman, Warren Records

Warren Holtzman Records

1980-1990



Title Statement

Holtzman, Warren Records Warren Holtzman Records, 1980-1990 Ms.1990.049

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Descriptive Summary

Unit ID

Ms.1990.049

Unit Date

1980-1990

Language

The materials in the collection are in English.

Abstract

Papers of Warren Holtzman, director of Virginia Tech's Small Business Institute from 1980 to 1984. Included are manuals, class recordings and transcripts, reports, correspondence, and instructional and promotional materials.

Creator

Holtzman, Warren

Extent

6 Cubic Feet 13 boxes

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Conditions Governing Access

The collection is open to research.

Conditions Governing Reproduction and Use

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Immediate Source of Acquisition

The Warren Holtzman Records were donated to Special Collections and University Archives in 1990.

Processing Information

The processing, description, and arrangement of the Warren Holtzman Records commenced in November, 2022 and was completed in February, 2023.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [identification of item], [box], [folder], Warren Holtzman Records, Ms1990-049, Special Collections and University Archives, Virginia Tech, Blacksburg, Va.

Biographical / Historical

Born in New York City on June 21, 1931, Warren Holtzman graduated from New York University School of Commerce, Accounts, and Finance in 1952, whereupon he worked for a short time in the contract division of W. & J. Sloane. After serving in the U. S. Army from 1953 to 1954, Holtzman became president of Warren Lloyd, Inc., a family business. He worked as a project manager for Serge A. Birn Co. for a short time, then became president of Warren Furniture, Inc. in 1962. He also served as president of Warren Lloyd Contract Division, Weiman Co. (1970-1981) and Vision, Inc. (1976-1981). In November, 1980, Holtzman was named director of Virginia Tech's Small Business Institute, a part-time faculty position that allowed him to continue his private business and consulting activities. Succeeding Bruce Prouty as director, Holtzman gained a reputation for his unorthodox but successful methods. Holtzman resigned in late 1983, taking effect early the following year. Following his resignation, Holtzman continued to work as a lecturer, trainer and consultant. Warren L. Holtzman died on July 10, 2012.

Created in 1972 as a partnership between the U. S. Small Business Administration and institutes of higher education, small business institutes offer practical assistance to small business owners while providing experiential learning to students. The SBI at Virginia Tech was founded in 1973. In 1984, the Virginia Tech SBI won the 1981/82 national case of the year award for its case study of Maxwell's Restaurant & Lounge. Other Virginia Tech SBI case studies during this time won district awards.

Scope and Contents

This collection consists of the papers of Warren Holtzman as director of the Small Business Institute (SBI) at Virginia Tech from 1980 to 1984. Included in the collection are materials (media presentations, talks, promotional materials) arising from the recruitment of potential SBI students and clients; administrative planning manuals; and tapes and scripts from the Holtzman-produced video series, "An Aid to Consulting." The bulk of the collection consists of materials from the individual class sessions: planning notes, handouts, overhead transparencies, transcripts, and audio recordings. The output of the course is represented in the collection by several reports that Holtzman submitted for consideration as the national SBI case of the year, including the 1981 national award-winning case study report for Maxwell's Restaurant & Lounge. Also contained in the collection are materials relating specifically to Holtzman's teaching and the work of the SBI. Among these are student course evaluations, award nominations, feedback letters, administrative correspondence, press releases, photographs, and newsclippings. The collection also contains materials relating to other presentations delivered by Holtzman, including an audio recording of a talk before the

Virginia Tech NAACP and a workshop on political action and the local press.

Keywords

Virginia Polytechnic Institute and State University. Small Business Institute
Virginia Polytechnic Institute and State University (1970-)

Rights Statement for Archival Description

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Arrangement

The collection is arranged by material type, then chronologically. The first part of the collection consists of preparatory materials (recruitment talks and printed materials, course manuals); materials relating to individual class sessions (handouts, overhead transparencies, transcripts, recordings); and materials arising from instruction/administration (evaluations, correspondence, press releases, photographs, newsclippings).

Description of Subordinate Components

Holtzman résumés

Unit Date [1984?]-1990

box-folder 1 (box)

Container 1 (folder)

SBI goals

Unit Date 1980

box-folder 1 (box)

Container 2 (folder)

SBI student recruitment

Unit Date 1981-1982, n.d.

box-folder 1 (box)

Container 3 (folder)

SBI client recruitment

Unit Date 1981-1983, n.d.

box-folder 1 (box)

Container 4 (folder)

"Small Business Institute" slideshow for potential clients

Unit Date n.d.

box-folder 1 (box)

Container 5 (folder)

SBI public service announcement audio recording

Unit Date n.d.

box-folder 1 (box)

Container 6 (folder)

SBI personnel

Unit Date n.d.

box-folder 1 (box)
Container 7 (folder)

SBI administrative manual

Unit Date n.d.
box-folder 1 (box)
Container 8 (folder)
Extent [4 folders]

Student / captain manual

Unit Date 1981
box-folder 1 (box)
Container 9 (folder)
Extent [2 folders]

Student counselor manual

Unit Date n.d.
box-folder 2 (box)
Container 1 (folder)

Course materials

Unit Date 1983, n.d.
box-folder 2 (box)
Container 2 (folder)

"An Aid to Consulting" videocassettes (episodes 0-9)

Unit Date n.d.
box-folder 2 (box)
Container 3-4 (folder)

"An Aid to Consulting" scripts

Unit Date n.d.
box-folder 2 (box)
Container 5-11 (folder)
box-folder 3 (box)
Container 1-3 (folder)

"An Aid to Consulting" notes and instructions

Unit Date 1982-1984, n.d.
box-folder 3 (box)
Container 4 (folder)

Client interview audio recording

Unit Date 1983
box-folder 3 (box)
Container 5 (folder)
Extent [2 items]

Client interview transcripts

Unit Date 1983
box-folder 3 (box)

Container 6 (folder)

Extent [2 folders]

Client backgrounds and notes/recommendations

Unit Date 1983, n.d.

box-folder 3 (box)

Container 7 (folder)

Extent [3 folders]

Class 1

Unit Date 1983, n.d.

box-folder 3 (box)

Container 8 (folder)

Extent [2 folders]

Class 2

Unit Date 1983, n.d.

box-folder 3 (box)

Container 9 (folder)

Extent [2 folders]

Class 3

Unit Date n.d.

box-folder 4 (box)

Container 1 (folder)

Extent [3 folders]

Class 4

Unit Date 1983, n.d.

box-folder 4 (box)

Container 2 (folder)

Extent [2 folders]

Class 5

Unit Date n.d.

box-folder 4 (box)

Container 3 (folder)

Class 6

Unit Date 1983, n.d.

box-folder 4 (box)

Container 4 (folder)

Extent [2 folders]

Class 7

Unit Date 1983, n.d.

box-folder 4 (box)

Container 5 (folder)

Extent [3 folders]

Class 8 (first director's meeting)

Unit Date n.d.
box-folder 4 (box)
Container 6 (folder)

Class 9

Unit Date 1982-1983, n.d.
box-folder 5 (box)
Container 1 (folder)
Extent [2 folders]

Class 10 (second directors meeting)

Unit Date n.d.
box-folder 5 (box)
Container 2 (folder)

Class 11

Unit Date 1982, n.d.
box-folder 5 (box)
Container 3 (folder)
Extent [3 folders]

Class 12

Unit Date 1982, n.d.
box-folder 5 (box)
Container 4 (folder)

Class 13

Unit Date 1982, n.d.
box-folder 5 (box)
Container 5 (folder)

Physical Characteristics and Technical Requirements
[2 folders]

Class 14

Unit Date 1982, n.d.
box-folder 5 (box)
Container 6 (folder)
Extent [2 folders]

Class 15

Unit Date 1982, n.d.
box-folder 6 (box)
Container 1 (folder)

Class 16

Unit Date 1983, n.d.
box-folder 6 (box)
Container 2 (folder)

Class 17

Unit Date 1982, n.d.

box-folder 6 (box)
Container 3 (folder)
Extent [2 folders]

Class 18

Unit Date 1982, n.d.
box-folder 6 (box)
Container 4 (folder)

Class 19

Unit Date 1982, n.d.
box-folder 6 (box)
Container 5 (folder)

Class 20

Unit Date 1982, n.d.
box-folder 6 (box)
Container 6 (folder)

Class 21

Unit Date 1982, n.d.
box-folder 6 (box)
Container 7 (folder)
Extent [3 folders]

Class session audio recordings

Unit Date 1983
box 7
box 8
Extent [48 items]

Client report: Aquariums by JoAnn

Unit Date 1981
box-folder 9 (box)
Container 1 (folder)

Client report: Brookfield Nursery and Tree Plantation

Unit Date 1982
box-folder 9 (box)
Container 2 (folder)
Extent [2 folders]

Client report: C & J Oil Company

Unit Date 1981
box-folder 9 (box)
Container 3 (folder)
Extent [3 folders]

Client report: Montessori Children's House

Unit Date 1982

box-folder 9 (box)

Container 4 (folder)

box-folder 10 (box)

Container 1 (folder)

Extent [2 folders]

SBI case of the year nominations

Unit Date 1983, n.d.

box-folder 10 (box)

Container 2 (folder)

SBI case of the year report: Maxwell's

Unit Date 1981

box-folder 10 (box)

Container 3 (folder)

SBI case of the year nominated report: Aquariums by JoAnn

Unit Date 1981

box-folder 10 (box)

Container 4 (folder)

SBI case of the year nominated report: Bell Electronics

Unit Date 1982

box-folder 10 (box)

Container 5 (folder)

Extent [5 folders]

SBI case of the year nominated report: Conditioning Unlimited

Unit Date 1983

box-folder 11 (box)

Container 1 (folder)

Extent [7 folders]

SBI case of the year nominated report: Village Service and Repair

Unit Date 1983

box-folder 11 (box)

Container 2 (folder)

box-folder 12 (box)

Container 1 (folder)

Extent [8 folders]

Grade sheets

Unit Date 1983

box-folder 12 (box)

Container 2 (folder)

Student course evaluations (fall 1981)**Unit Date** 1982**box-folder** 12 (box)**Container** 3 (folder)**Student course evaluations (winter 1982)****Unit Date** 1982**box-folder** 12 (box)**Container** 4 (folder)**Student course evaluations (spring 1982)****Unit Date** 1982**box-folder** 12 (box)**Container** 5 (folder)**Student course evaluations (fall 1982)****Unit Date** 1983**box-folder** 12 (box)**Container** 6 (folder)**Student course evaluations (winter 1983)****Unit Date** 1983**box-folder** 12 (box)**Container** 7 (folder)**Student course evaluations (spring 1983)****Unit Date** 1983**box-folder** 12 (box)**Container** 8 (folder)**Student course evaluations (fall 1983)****Unit Date** 1983**box-folder** 12 (box)**Container** 9 (folder)**Teaching award nominations****Unit Date** 1983, n.d.**box-folder** 12 (box)**Container** 10 (folder)**Feedback letters (student and client)****Unit Date** 1981-1983, n.d.**box-folder** 12 (box)**Container** 11 (folder)**Extent** [2 folders]**Laudatory letters****Unit Date** 1980-1984**box-folder** 13 (box)**Container** 1 (folder)

Administrative correspondence**Unit Date** 1980**box-folder** 13 (box)**Container** 2 (folder)**Administrative correspondence****Unit Date** 1981**box-folder** 13 (box)**Container** 3 (folder)**Administrative correspondence****Unit Date** 1982-1983**box-folder** 13 (box)**Container** 4 (folder)**Press releases and photographs****Unit Date** 1980-1983, n.d.**box-folder** 13 (box)**Container** 5 (folder)**Extent** [3 folders]**Newsclippings****Unit Date** 1980-1981**box-folder** 13 (box)**Container** 6 (folder)**Newsclippings****Unit Date** 1982**box-folder** 13 (box)**Container** 7 (folder)**Newclippings****Unit Date** 1983-1989, n.d.**box-folder** 13 (box)**Container** 8 (folder)**Political Action and Local Press Workshop****Unit Date** 1982-1983, n.d.**box-folder** 13 (box)**Container** 9 (folder)**Other workshops and presentations****Unit Date** 1983-1989, n.d.**box-folder** 13 (box)**Container** 10 (folder)**Order of the Small Institute - charter chapter****Unit Date** 1983, n.d.**box-folder** 13 (box)**Container** 11 (folder)