

Summary Points from *Meet the CEO Series* Meeting held on October 9, 2013

The *Meet the CEO Series* continued with a visit from Herbert Schilling II, Chairman of the Board, of Schilling Distributing Company in Lafayette. Mr. Schilling, originally from Lafayette, is the second generation leader of the company that was founded by his father in 1950. The company is a beer wholesaler for Anheuser-Busch and other related products including water, soft drinks, energy drinks, a variety of Nestle products, wine and liquor. The company services customers in Lafayette and the region including Acadia, Vermilion, Iberia, and parts of St. Landry and St. Martin parishes.

In 1981, under Mr. Schilling's leadership, the company received Anheuser-Busch's inaugural Ambassador Award. Mr. Schilling also served as the Chairman of the Anheuser-Busch Wholesaler Advisory Panel in 1985.

Schilling commented on a number of relevant business topics. Specifically:

- The company's affiliation with Anheuser-Busch has been a good one. Schilling discussed the continuing education opportunities that are provided by the company for all distributors and the emphasis on succession planning.
- When asked about his personal management and leadership style, Schilling stated he puts his trust in the people that he hires and strives to hire hard working people and then provide them the tools that they need to succeed. He also mentioned the importance of good communication skills in the workplace.
- Schilling discussed the slow growth model that has been a part of the company strategic plan. He noted that they have invested in good people, then land, and most recently in the construction of a state-of-the-art warehouse facility. Over time, the company has diversified its products and has moved into also distributing soft drinks, liquor, and wine.
- Mr. Schilling is a graduate of UL (1972) with a degree in Management. He has created, founded, managed, controlled or was in some way involved in numerous entrepreneurial business ventures in his career. Some of those include: Pelican Park softball complex which was eventually sold to the City of Carencro; the Recycling Foundation of Lafayette which was instrumental in the start of curbside recycling in Lafayette; KMDL Radio, Mermentau Rice (the premier exporter of US milled rice on the Gulf Coast); Fairway Logistics which provides transport services for the oilfield industry; and Acadiana Waste Service in Lafayette (waste management collection and disposal services).
- In his final comments, Mr. Schilling discussed ways the faculty can get students career-ready. He suggested that the following topics be discussed with students: first impressions are lasting (in a job interview and in social settings); it is important to develop good listening skills; new hires should recognize that they will have to work hard in order to work their way up the organizational chart in a company.

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