

Carole and Ed Rigaud Great Living Forest Parkers



Forest Park Historical Society

2022

February 8,

Carole and Ed Rigaud
Great Living Forest Parkers

Ed's early years

- Born June 25, 1943 in New Orleans
- Attended Corpus Christi Elementary School
- Graduated St. Augustine High School 1961
- Graduated New Orleans Xavier University 1965 with Chemistry B. S.
- Married Carole Tyler 1965

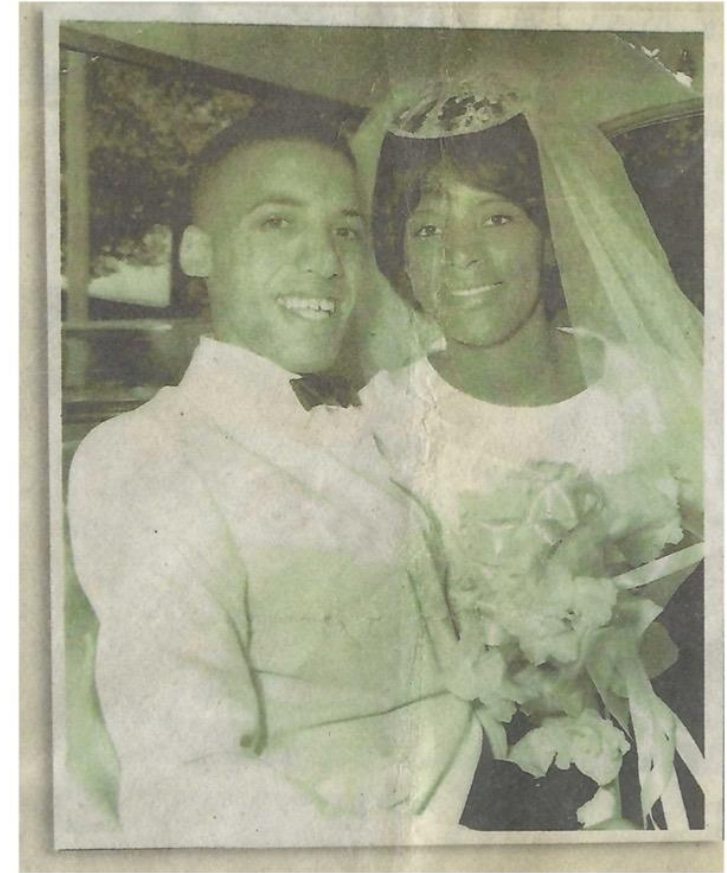
Ed attempted to enroll in Louisiana State University in 1961 but was turned down. They wrote him, "We are sorry, but our policies will not allow you on our campus at this time." Xavier University of Louisiana (XULA), a historically Black college/ university (HCBU) accepted him, where he studied chemistry because they didn't have an architecture course, which he preferred. He was interviewed at Tulane University (because the Archbishop had died the day before and the XULA campus was closed) for a job at P&G in Cincinnati by Dave Dunleavy, who had begun interviewing Black candidates for the first time that year.

Ed and Carole's Wedding Night

Ed & Carole got married June 5, 1965, in New Orleans shortly after he graduated from XULA. They left the wedding reception, went to the airport and flew to Cincinnati that evening so Ed could start his job at P&G on June 7. Paul Bates, his future boss, picked them up at the airport around 8pm that night. He pointed out that Ed hadn't had a chance to see the city when he came up to interview and Carole hadn't been to Cincinnati at all. So, he drove them around town to give them a feel for their new home city.

When he pulled into the Carrousel Inn parking lot on Reading Road a couple of hours later to drop them off, Carole said to him, "Oh, Paul, they gave us two bottles of champagne on the airplane because they knew we had just gotten married. Why don't you come in and have a drink with us?" After a drink and some chatting, Bates finally left and the Rigauds were able to celebrate their wedding and Ed's new job. It all worked out. The Rigauds first child, Simone, was born the next year. And Bates became Ed's mentor and one of his best friends.

----Cincinnati Business Courier



Rigauds' housing & family history

- 1965 - Silverton
 - 1966 - Simone
 - 1967 - Edwin III
 - 1968 - Eric
- 1969 - Greenhills
- 1976 - Forest Park
- 1992 - Columbia-Tusculum, Cincinnati

Silverton and Greenhills had rental housing for the Rigauds when they first came to Cincinnati. Home ownership which they wanted and could afford in Greenhills, closer to where Ed worked (the Winton Hill technical Center), wasn't available to his family because of their color. Their house search in Forest Park in 1975 was not sparked by a desire to live in the community, Ed told a Cincinnati Post reporter in 1979, but rather by the subtle maneuvering of a real estate agent. Ed told the reporter, "I was steered to Forest Park because I could not buy in Greenhills", citing race as the reason. The reporter wrote, "He shows no anger from the incident but determination to use his experience to improve the community he grew to love."

P&G Positions and Dates

Joined June 7, 1965

- 1965 - Researcher, New Flavor Cake Mixes, Duncan Hines, Food Products Research
- 1968 - Technical Brand Manager, Food Products Research
- 1969 - Group Leader/Technical Brand Manager, Food Products Research
- 1973 - Section Head, Skin Care Products, Toilet Goods Division
- 1974 - Associate Director, Product Development, Skin Products, Toilet Goods Division
- 1977 - Associate Director, Product Development, Food Products Division

In 1969, Ed was the first **Technical Brand Manager** in “the exploratory phase of **Pringles**, and ultimately the Product Development Group Leader during the execution of Pringles’ national launch.” In the Toilet Goods Division in 1973 & ‘74, Ed “led the product development efforts of **Secret** Deodorant & Antiperspirant, including key active ingredient technology and perfume upgrades.” He helped create the famous advertising slogan, “**Strong Enough for a Man, but Made for a Woman.**”

Research & Development Ladders

- Technician/Researcher (weekly paid)
- Staff member/Brand Manager (salaried) responsible for one or more weekly paid)
- Group Leader responsible for one or more Technicians/Researchers
- Section Head responsible for staff and group leaders
- Associate Director responsible for two or more sections
- Director responsible for two or more Associate Directors

On the “R” side of R&D, patents and publications in technical journals got “atta-boys” This had Vice President and ultimately **Chief Technical Officer (CTO)** as its ceiling. On the “D” side of R&D. which Ed was on, best-in-class grocery store shelf goods got “atta-boys.” This had Business Manager and ultimately **Chief Executive Officer (CEO)** of the company as its ceiling.

Ed's Post-graduate Education

- 1972 - Masters in Biochemistry, University of Cincinnati Evening School.
- 1974 - Advanced Management Program Certificate, Harvard Business School

Seven years after joining P&G Ed went to night school to earn a biochemistry Masters degree at UC. The Harvard Business School Advanced Management Program was designed for “High-impact, top-performing individuals at many levels—from vice presidents to program managers and team leaders— with 10-20 years of experience in roles of increasing responsibility.” It required 8 weeks away in Boston. Ed had been with the company only nine years in 1974, but had already been identified by an HR sponsor, Chip Henderson, and an upper-level management mentor, Ken Ericson, as a person worth “fast-tracking.”

Carole's Volunteering while living in Forest Park

- Powell Crosley YMCA
- Cincinnati Zoo & Botanical Garden
- WCET Action Auction
- Kemper Heights Elementary School

This listing was provided by Simone as an 11-year-old to the Cincinnati Northern Newspaper (Bettye Kahle) to introduce herself and explain why she wanted to be selected by the 1977 Children's International Summer Village for a summer camp. Her interests, she said, were in gymnastics, flute, piano, basketball, soccer, and volleyball. She expressed special interest in going to Japan in order to meet other kinds of people. She was rewarded with a grant to visit Japan for a month in 1977.

Remembering their roots

By David Flick, Post Staff Reporter
The Cincinnati Post, June 3, 1978

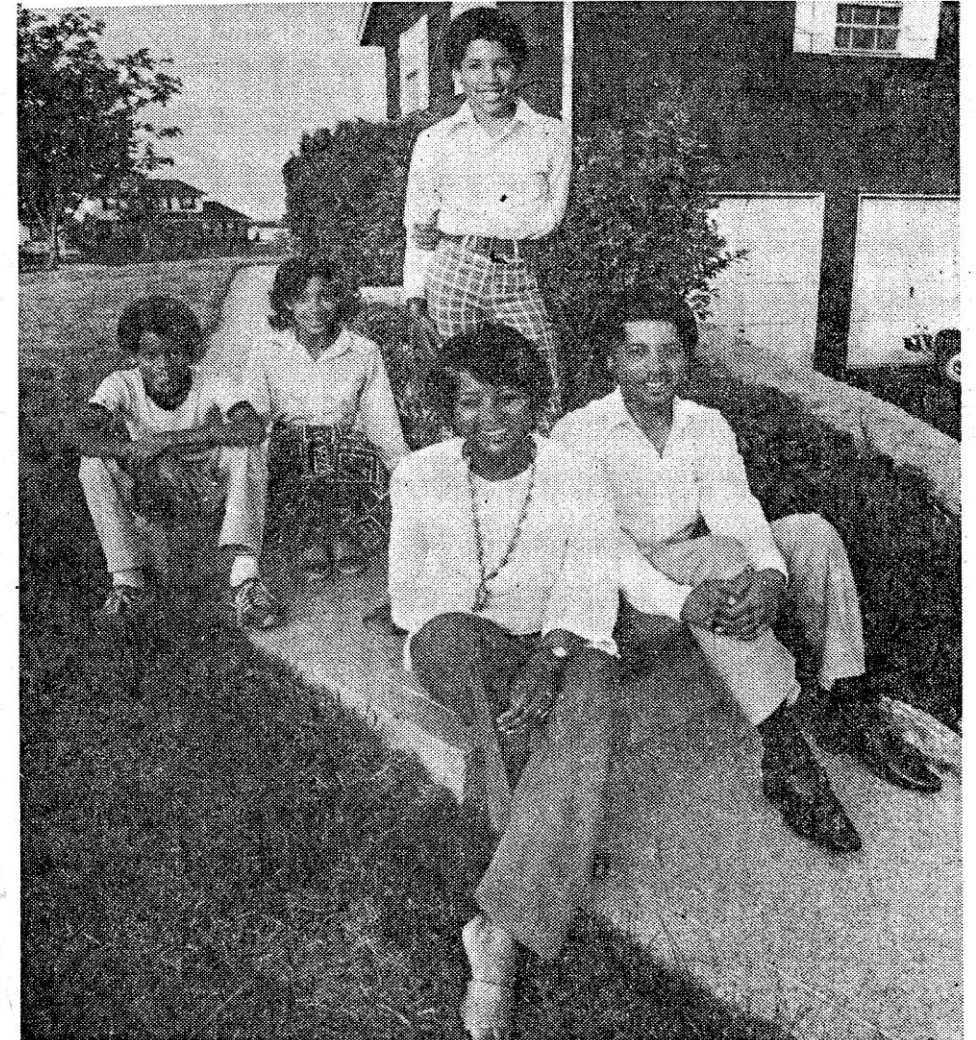
The picture was taken in front of their home, 11324 Embassy Circle, showing (clockwise from the left) Eric, Simone, Eddie III, Ed and Carole. Quoting David Flick, Post Staff Reporter, in June 3, 1978: CAROLE Rigaud's story is, roughly speaking, what the Civil Rights movement was trying to accomplish.

The daughter of a Pullman porter, she is now the wife of a middle-level manager at Procter & Gamble. She lives in a natural-wood split-level in Forest Park, a nicer home than she ever thought a black girl from New Orleans could have.

In such a position, she believes, it is important to remember that one owes something to the black people who have been unable to do as well.

Her 12-year-old daughter Simone wants to be president of the United States, and Mrs. Rigaud believes that is possible. Once Simone was asked in school whether she was a black girl or a white girl.

Mrs. Rigaud proudly remembers that Simone replied, "I'm me."



Carole and Ed Rigaud with their children

Votes for New Council Members–1979

• Edwin J. Rigaud Jr.	2297	Elected
• George Fraley	1980	Elected
• Harold W. Smith	1930	Elected
• Wayman E. Brown	1666	
• Edward E. Burkett	1563	
• Alan R. McMahan	1267	
• William L. Korte	1020	

Incumbents McMahan and Burkett voted for the 1978 re-zoning to R-1 (along with White and Mayor McDaniel). Harold Smith recruited George Fraley to run and they recruited Ed to run with them (with Carole's encouragement). Ed's overwhelming endorsement by the electorate positioned him, by council custom, to be Mayor. However, Ed said to one reporter that he wished to "respectfully decline nomination for the office . . . I suggest a more senior member." To another reporter he said, "I don't have any political aspirations. I have community aspiration." When the time came to select a person to be mayor, Ed graciously nominated another member. Ed was subsequently chosen First Vice Mayor and Harold Smith Second.

Swearing In by Domestic Court Judge Paul George



This was Ed's "salad days" on council. He had already risen to Associate Director at P&G. He also had already served from July 18 to December 31, 1977 on the Greenhills-Forest Park School Board along, as an appointed member (first African-American) filling an unexpired term prior to an unsuccessful run in November 1977 for a full term.

1979 –1981 Forest Park City Council



George Fraley, Ed Rigaud, Lorraine Blackburn, Clete McDaniel, Harold Smith, Brandon Wiers
Missing is Bob White

In an 11/22/79 Cincinnati Post article under the headline, “Fair housing council member goal” staff reporter, Gayle Harden, wrote the following: “Community debate over whether **real estate steering** exists in the City of Forest Park is not a questionable issue to Ewin J. Rigaud, the city's first black council member.”

Police Department and Public Works New Hires in 1980



George Brooks



Laurie Bello



Mark Rainey

African-American Will McGriff had already been hired as Housing Services Officer, the first Black employee in any department, in 1977. The three shown here were the first Blacks in their respective departments.

Also, in 1980. Carole Rigaud served as a Cincinnati Zoo division chairwomen involved in the membership drive in charge of the Forest Park area. Carole headed up all of the membership volunteers in Forest Park.

----Forest Park News

1981-83 Forest Park City Council



Front: Steve Stout, Lyn Ashley , George Fraley

Rear: Harold Smith, Ed Rigaud, Brandon Wiers, Calvin Day

Blackburn, McDaniel, and White were replaced by three new members who pledged to work along with the four carryover incumbents and the developer of Forest Park vs. against him (which, by this time meant only Joe Kanter, because he and Marvin Warner had parted ways in 1958) as the previous Council majority had been doing.

Footprints

Two **capital improvements** were made in the City of Forest Park during Ed's tenure in office—the Public Works Building and the Police Department Building shown in the next sequence of slides, along with their locations.

Notice, the three new members on Council were not listed. The reason is that the projects were begun prior to their election to Council and only completed after they took office.

Public Works Building

1970 Waycross Road

CITY OF FOREST PARK
PUBLIC WORKS BUILDING
DEDICATED - 1981

MEMBERS OF COUNCIL

BRANDON H. WIERS - MAYOR

LORAIN E. BLACKBURN	HAROLD W. SMITH
GEORGE W. FRALEY	EDWIN H. RIGAUD
CLETUS L. McDANIEL	ROBERT E. WHITE

WAYNE BARFELS - CITY MANAGER
DAVID J. STENGER - PUBLIC WORKS DIRECTOR
BYRON F. CRABILL - ARCHITECT
J. A. DOEPKER ASSOC. - CONTRACTORS



Forest Park Police Department

1203 Winton Road



The Quality of Integrated Life in Forest Park Ohio

Council resolution adopted unanimously, April 19, 1982

- *People have the right to choose where to live, work, worship, and play based upon their own **informed free choice**.*
- *That right must be assured for all people and never be artificially restricted.*
- Cultural diversity not only allows our citizens to learn the lessons of their forefathers and become wise; it allows our citizens to learn the lessons of the forefather of others and become even wiser and enriched.

The Quality of Integrated Life in Forest Park, Ohio

A 1980 steering lawsuit against Ryan Homes was dismissed by Judge Carl Rubin in 1982 for insufficient evidence.

In April of 1982, under primary sponsorship by Councilman Harold Smith, Forest Park Council issued a policy statement with language shown in part on this slide.

This amounted to a **brand image** that Council wanted known by the builders and realtors selling homes in Forest Park.

There was also a warning that the City would come after any violators of the Federal 1968 Fair Housing Act, saying “**Forced segregation will not be tolerated.**”

P & G Positions and Dates (Cont.)

- 1983 - Director, Product Development, Food Service & Lodging Products (FS&LP) Division
- 1987 - Business Unit Manager, Shortening and Oils, FS&LP Division
- 1989 - General Manager, Shortening and Oils, Food Service & Lodging Products (FS&LP) Division

P&G Positions and Dates (Cont.)

Ed disclosed privately the following anecdote:

“The Duncan Hines Chocolate Chip Cookies project was in the period 1977 to 1983 when I was an AD in Food Product Development. It was one of the best projects I worked on at P&G. It taught me the most about how innovation really works.

- We had a consumer insight on what actually makes a cookie taste homemade. Yes, it’s warmth and aroma just out of the oven, but it is also texture (crisp/crunchy on the outside and soft chewy on the inside). But how can you achieve that dual texture in a shelf-stable product?
- MVL scientists came up with a dual, extruded dough solution, where the outer dough was made using a crystallizing sugar (sucrose) and the inner dough used a non-crystallizing sugar (fructose). When we tested these prototypes against “hard” bagged cookies they always won 85/15 to 93/7.
- Next step was to build a test market facility in Chicago. This is where a Nabisco Executive used his son to climb through a window in our plant and steal formulae and dough samples prior to our TM launch.
- We fought this when Nabisco came into our test market geography with “Soft Batch” using our technology. We settled out of court for \$120 million (if my memory serves me). I do remember that it was the largest patent infringement settlement in history at that time.
- P&G decided not to expand. We did everything right except persist in the market and fight those crooked bullies. “

P & G Positions and Dates (Cont.)

- 1991 - General Manager, Food and Beverage Products, Commercial Service Products Group
- 1992 - Vice President and General Manager, Food and Beverage Products, Commercial Service Products Group
- 1994 - Vice President, Food and Beverage Products
- 1995 - Vice President, Food and Beverage Products, U.S. - Procter & Gamble, North America
- 1996 - Vice President, Government Relations – Procter & Gamble, North America

P&G Positions and Dates (Cont.)

Ed went to a new General Manager position in this sequence, a lateral pirouette, as it appears, from the Shortening & Oils, Food Service & Lodging Products (FS&LP Division) to Food and Beverage Products, Commercial Service Products Group.

This was probably in order to provide experience and familiarity with the people in the second division—in preparation for the subsequent promotions to Vice President rung on the management ladder.

Other Positions and Dates

- 1996 - Executive Director - National Underground Railroad Freedom Center (Executive on-loan from Procter & Gamble)
- 1998 - President & CEO - National Underground Railroad Freedom Center (Executive on-loan from Procter & Gamble)
- 2001 - President & CEO - National Underground Railroad Freedom Center (Retired from Procter & Gamble in July 2001)
- 2002 - President – National Underground Railroad Freedom Center (Effective, November 2001)

Other Positions and Dates

Background to the first line: Cincinnati Chip Harrod, Executive Director the National Conference of Christians and Jews, wanted to commemorate the Underground Railroad. He offered Rigaud a job as executive director of the National Underground Railroad Freedom Center, which only existed on paper. P&G CEO John Pepper made him available--on an executive loan program.

Harrod's original plan to build a statue or memorial to honor the underground railroad had evolved into plans for a small museum. But before 800 people at a fundraising dinner in 1996, Rigaud said, "We're going to build an \$80 million museum."

"There were gasps," Ed said later. "(Harrod) called me after and said, 'What are you doing?'"

In the end, the project needed \$110 million. Pepper joined Rigaud in the effort and helped raise funds to build the 158,000-square-foot National Underground Railroad Freedom Center, which opened in 2004.

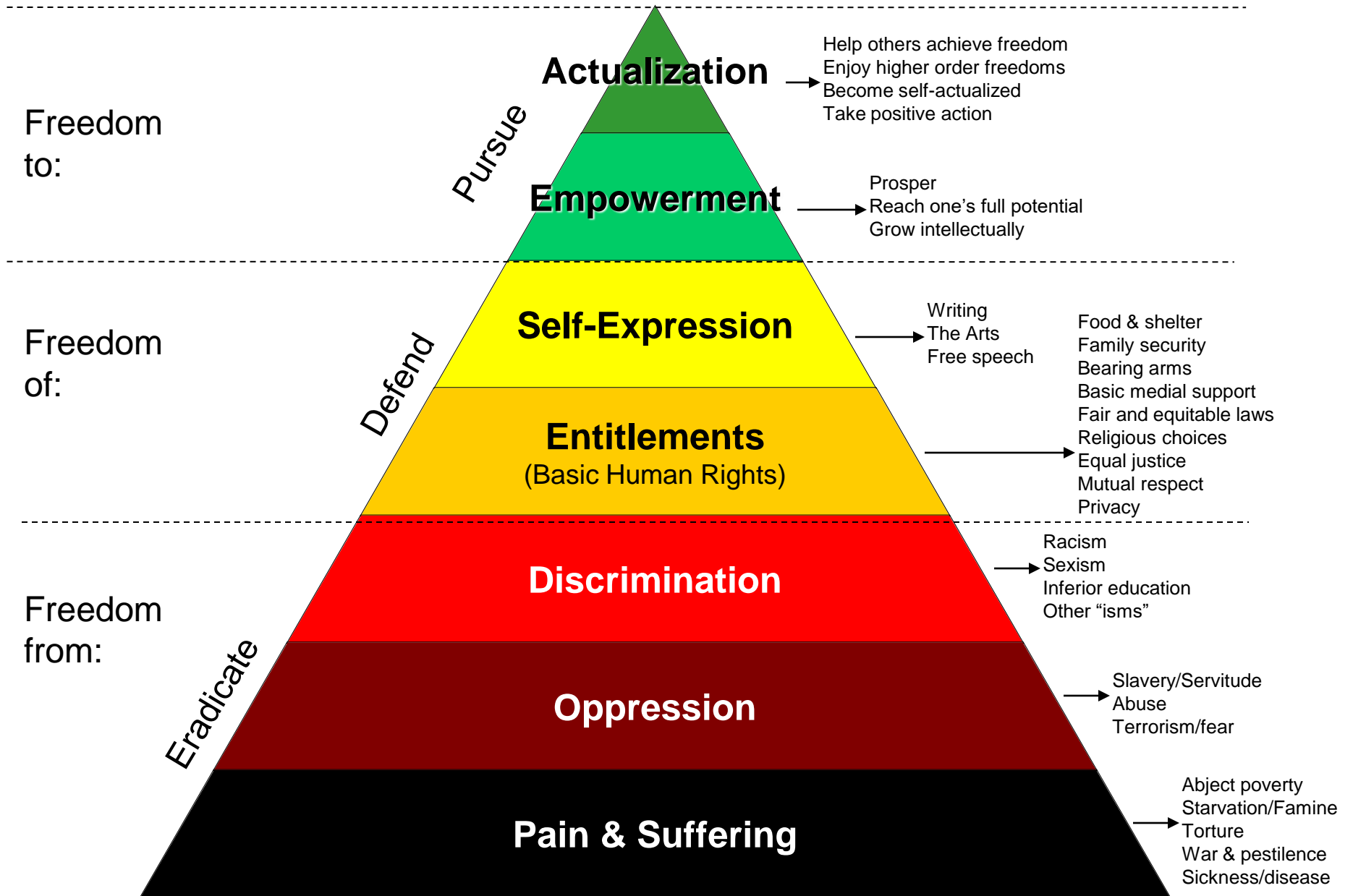
National Underground Railroad Freedom Center

50 E Freedom Way, Cincinnati, OH 45202



Another of Ed's footprints., located on the Cincinnati waterfront.

FREEDOM'S JOURNEY



Freedom's Journey

This figure was created by Ed in 2003 while with NURFC.

The Cincinnati Association was planning a public event to discuss race relations in Cincinnati following the 2001 murder of Timothy Thomas and subsequent demonstrations. A conference room with a capacity for 50 participants was needed in a central location.

With help from Ed and John Pepper Cincinnati was permitted to hold the conference at NURFC free of charge.

This diagram was published and discussed in detail in Melvin Gravely's 2021 book, ***Dear White Friend: The Realities of Race, the Power of Relationships and Our Path to Equity.***

Springboard

- 2004 - President, CEO & Owner – **Enova Partners**, LLC (Effective, November 2004)
- 2005 - President, CEO & Owner – Enova Tech, LLC (Effective, March 2005)
- 2007 - President, CEO & Owner of Enova Premier, LLC (Effective December 2007)
- **2016 - Founder, Chairman, CEO of Legacy Acquisition Corporation, a Special Purpose Acquisition Corporation** (SPAC = “blank check company”) formed for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses.

After retiring from P&G in 2001 and completing another three years at NURFC, Ed took ownership of Enova Partners in Louisville, KY, whereupon his interest in wealth creation at a higher level led him to a totally different kind of investment which was tracked by the Cincinnati Business Courier as chronicled on the next slide.

Cincinnati Business Courier Headlines

- Nov. 16, 2017 - Legacy Acquisition Corporation (LGC) to hold \$300,000,000 IPO
- Nov. 21, 2018 - One year later, Rigaud's public company still looking for its first buyout target
- Aug. 27, 2019 - EXCLUSIVE: Legacy's Rigaud to step down after his firm's \$600 million acquisition is complete
- May 20, 2020 - Rigaud's company gets shareholder decision on acquisition timing
- Jan. 6, 2021 - Cincinnati loses public company as Rigaud's firm wraps up \$285M acquisition

Legacy Acquisition Corp. became "PARTS iD, Inc" following the merger with that company on Nov. 17, 2020 (NYSE American: ticker iD). It is a significant eCommerce business, with 17 million skus and about \$400 million in sales, doing business in seven different verticals. To our knowledge, this was among the earliest, if not the first SPAC (Special Purpose Acquisition Company) led and controlled by an African American group of managers and founding investors.

Carole's Bona Fides

- **Volunteer worker:** National Underground Railroad Freedom Center, Lighthouse Youth Services, Cincinnati Youth Collaborative, Advocates for Youth, The Women's Alliance, The Healthcare Connection
- **Board member:** The Greater Cincinnati Foundation, Mount St. Joseph University, Cincinnati May Festival, Dress for Success, The Mercantile Library, Interact for Health, Cincinnati Museum Center, Northern Kentucky University Foundation, and the Center for Holocaust and Humanity Education.
- **Award winner:** Enquirer Woman of the Year, Girls Scouts Great Rivers Council Inc. Woman of Distinction. Lighthouse Youth Services 2010 Beacon of Light Humanitarian Award.

Carole's Bona Fides

Portions of Carole's resume' are highlighted to emphasize some of her community engagement after leaving Forest Park.

As for Ed, as of May 2018, he had received five Honorary Doctorate degrees and appointments to various offices from the Governor of Ohio and the President of the U.S. He served on over 20 different Boards up to that time, including the Federal Reserve Bank of Cleveland, the Ohio Board of Regents, Children's Hospital in Cincinnati, and two Xavier University Boards (in Louisiana and Cincinnati). He was named a "Top Power Broker" by *Upscale Magazine*, received the *Applause Magazine's* "Image Maker Award," and in 2013, he received the Greater Cincinnati Regional Chamber of Commerce's most prestigious award as a "**Great Living Cincinnati.**" A 7-minute YouTube interview of Ed can be found at [Ed Rigaud, 2013 Great Living Cincinnati.](#)

Carole and Ed Rigaud Great Living Forest Parkers



This picture was taken at Churchill Downs, Louisville, where Ed provided a day at the races for employees of Enova Premier, LLC.

Acknowledgements

- William Graves
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- Dennis Imbrogno
- Ellen Lorentzson
- Catherine Reutter
- Steve Watkins

Names in the left column are Forest Park journalists and other Forest Park acquaintances that interviewed and wrote about the Rigauds. Names in the right column are of journalists and authors from other media in the area.

Postscript ☐ Citizen Recognition

- Forest Park Citizens of the Year were selected as a part of the annual Community Recognition Days held each year from 1967 to 1984, with the exception of 1971 and 1979. The event was sponsored and managed by the Northwest Jaycees until 1978, then by the Forest Park Volunteer Fire Department until 1983, and in their last year by the Forest Park Recreation Commission.
- In the year 1992, in a one-time revival of CR Days called the Forest Park Festival organized by Jim Lawler, a group was selected as Citizen(s) of the Year (the editors and staff of The New Times).
- The Forest Park Civic Hall of Fame was established by a Forest Park City Council Resolution on July 19, 1999 for the purpose of recognizing the effort and spirit of individuals and civic organizations who serve the city in numerous ways, including, but not limited to Council, Boards, Commissions, Committees, Task Forces and civic organizations. Inductees were named in 2000, 2001, 2004, 2005, 2006,, 2007, and 2009, whereafter the practice was discontinued.
- The “Great Living Forest Parkers” is a revival of the earlier traditions.

B. H. Wiers

3/4/22