

**In Memoriam
Edwin 'Eddie' R. Malin**

On February 5, 2017, Edwin 'Eddie' R. Malin; beloved husband of Doris Malin and a long-time, highly respected member of the licensed beverage industry departed this world.

I met Mr. Malin in 1993 shortly after Lee W. Murray, Publisher of the *Beverage Journal*, hired me ... 'Nice to meet you Mr. Malin.' "Stop that 'Mr.' stuff, I'm Ed or Eddie. Either is fine."

Ed (as I became comfortable calling him) was a great person. But many of you don't need me to tell you that.

Ed first joined the industry in 1958 when he purchased and began operating the Lafayette Tavern in Baltimore (as announced in the July 1958 Maryland-Washington-Delaware Beverage Journal ~ see inset). Ed then took a sales position at the Kronhiem Company that lasted over 30 years. Ed eventually made the move to the supplier tier where he con-



sulted for and promoted many brands in the Mid-Atlantic market.

In 1994, Lee announced "Easy" Edwin Ronald Malin's entry into the **Beverage Journal Sales Person Hall of Fame**. Lee published a five-page feature article on Ed in the December 1994 edition of the *Beverage Journal*.

I remember being in the office the day Lee and Ed sat in plastic lawn chairs under flickering fluorescent office lighting at the Beverage Journal 'conference table' (an old rickety thing) and recounted "Easy" Ed's memories. I don't recall exactly how long they sat and talked, but I do remember the staff of the two companies that occupied the

space at the time gathering around the two and listening to Ed's recounting of his life experiences in and out of the industry.

In honor of Mr. Malin, we have reproduced all five pages of the article/ interview Lee published in 1994.

You will find the article, as it appeared in the December 1994 *Beverage Journal*, on pages 24-28.

May you rest in peace Mr. Malin and may your

family and friends find comfort. ■

(I'd like to thank Amy Shugar for her assistance in compiling information for this piece.)

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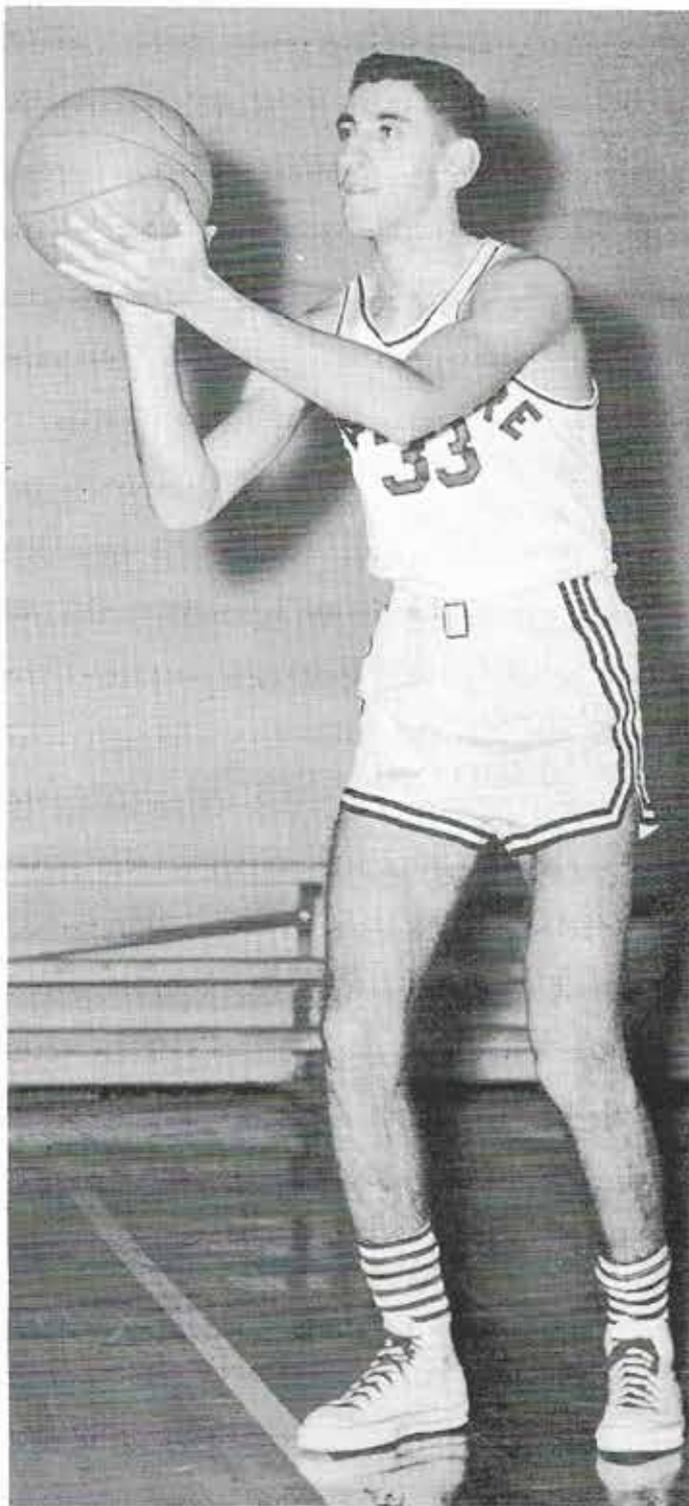
He was the "Go-To" Man Back in 1951 and He Still is Today!

Who is He?

Today, He is a
Manager-Consultant
for a Major
Maryland Wholesale
House.

In the Past, he was:

- An owner of the Baltimore Bullets (Easter Region).
- The 2nd leading college scorer in 1951-1952.
- Elected to the Old Taylor Hall of Fame in 1972.
- Responsible for helping to raise over \$5,000,000 in bonds over a 10 year period as the co-chairman of the Food & Beverage Division of Israel Bonds.
- Known by the nickname, "Easy."



An Industry Veteran of 31 Years, "Easy" Ed Malin, Manager-Consultant, The Kronheim Co., Inc.



With a strong work ethic, a "retailer mentality," lots of good money-making ideas, and a powerful desire to succeed, Ed Malin became one of the best salesmen in our industry's history.

Here's a 1951-1994 retrospective on his school days, retailer days and 31-year career with the Kronheim Company.

"Fast Eddie, Quick Eddie...there's only 50 cases left you have to buy these," that's Ed Malin, says Stanley Bliden of Midway Liquors. "There's nobody like him now, he was one of the best," says Steve Golueke of Cranbrook Liquors.

It's known throughout the metropolitan Baltimore area that Edwin Ronald Malin is one of the best salesmen to ever come into our industry. Why? "I always wanted to be the best I could be," says Ed. Perhaps raising five children and looking at the future college bills was also a strong motivating factor, but "Most people want to be the best they can be," said Ed. "What made you better?" "I sell concepts, I don't sell products. I look at the entire operation...the windows, the cold box, the floor displays, the shelf layout, the traffic flow, the appearance of the employees, their morale, the lighting, the cleanliness...the list goes on and on," says Ed.

This big time professional salesman started with The Kronheim Company in 1963, but it took him 53 weeks before Tom Hurst would hire him. "Back then the salesmen were with a company for life and there weren't any openings. I knew I wanted to be a Kronheim employee, because, as a retailer, I was impressed with their polish and professionalism. I called Tom Hurst every Friday at 3:00PM for 53 weeks to see if there was an opening. Finally, there was an opening, and Mr. Hurst said, be here at 8:00AM on Monday."

That was the start of a career that is still in high gear today. But, let's back track, because an insight into Ed's early years will help you understand how Ed has become known to be "the best of the best."

Ed was born in December of 1931, the oldest in a family with two younger sisters in the Forest Park section of Baltimore. His athletic skills were very apparent and he became the first player in the history of City College to play varsity basketball in his 10th, 11th and 12th year. And when he graduated in June of 1950 he became the first Maryland basketball player to receive an out-of-state basketball scholarship. It was on to Bowling Green University in Ohio where Ed could polish his basketball skills with an N.I.T.

contending school. However, Bowling Green had lots of students from New York and New Jersey and Ed became homesick for the slower pace of Baltimore. "I wasn't happy, I wasn't comfortable...there was too much beer drinking...it was just too fast," Ed recalled almost apologetically.

With his enhanced B-ball skills, Ed returned and attended Baltimore Jr. College where he became a local hoops star averaging 29.5 points per game and held the honor of being the nation's second leading scorer. "Back then a high scoring game might consist of 50 points, and I was being double and triple teamed, but I was GOOD," he says. The basketball days of 1951 are still fresh in Ed's mind, because just last summer on a vacation trip to Vermont, Ed and his wife Doris were driving past Springfield, Massachusetts when he saw the sign for the Basketball Hall of Fame. "And there were the shoes of Bevo Francis, the guy who beat me out of the scoring title back then. I couldn't believe it," he laughed.

Ed's basketball continued at the University of Baltimore under Al Barthelme and his racehorse style of basketball. The team was averaging 123 points per game and "Easy" Ed Malin was the leading race horse. Ed graduated with a business degree in June of 1955, married Doris, and then 10 days later joined a new team, the United States Army in Fort Jackson, South Carolina.

Ed was transferred to Japan after finishing an Officer Training Program in cryptology (understanding code). He didn't know his basketball skills would be an asset in the Army, but as fate would have it, he was recruited by one of the top generals to play on his intra-Army squad and Ed spent his two-year hitch playing ball in the evenings and supervising 38 cryptologists during the day.

Returning to Baltimore, Ed used his savings to purchase an on-and-off premise operation named the Lafayette Tavern located at Lafayette and Hope Avenues. He joined the retail trade with a gusto and soon bought another operation called The Patio.

"Financially, I was doing great. I owned my own pinball and cigarette machines, I had my own pool tables." He was doing so well, he took a gamble and bought the franchise for the Baltimore Bullets in the Eastern League. He hired Buddy Jeanette to coach and he had players from all over coming to play for him. There was only one big problem - the

fans wouldn't come to see his team play at the old Coliseum on Monroe Street. "Hell, we went undefeated, but the newspapers wouldn't give us any coverage," Ed said. The sports entrepreneur went bankrupt, but he still had his taverns and package goods operations.

During 1958-1962, Ed and Doris had three children, adopted two other children after a family tragedy, and one day Doris said to Ed, "We have to talk." Doris told Ed that his 18 hour days were taking a big toll on their family life. He wasn't seeing his children grow up and was in need of a major "lifestyle change." Ed decided then that the job he wanted was with the Kronheim Company and the phone calls to Tom Hurst began.



When Ed started with Kronheim it wasn't easy. "They gave me lots of accounts, but most of them bought only about one bottle a week." But, Ed had lots going for him. "I had a 'retailer mentality,' I thought like a retailer, and I was used to working hard," he recalled. Thus began the 31 year career. Over the years, Ed has won about every contest offered by Kronheim suppliers. He became the highest paid salesman at the company, and each year he would go to Tom Hurst and ask for different accounts. "I loved the

challenge. I had a need (five kids in college cost over \$40,000 a year) and a will to succeed."

Let's go back to the question, again. Why is Ed Malin one of the best ever? After an extensive interview and discussing Ed's sales approach with others, some reasons become apparent.

He's an idea guy - he goes to his customers with new ideas. They are well thought out ideas, sketched on paper. He has a healthy ego and a large confidence level that translates into an ability to handle any situation. Much of it came from what he learned back on the basketball courts as the "go-to" guy that was counted on to score the necessary points in a close game.

Ed stayed in sales until 1988 when he was asked to take charge of Kronheim's Restaurant Division. Although package goods sales was his forte, the management at Kronheim knew that Ed could handle any task he was assigned. He remained in that position until 1991 when the company hired Jay Buck to take over Ed's responsibilities. Now Ed is in the desirable position as Team Leader/Coach/Special Projects/Training and Consultant. "I'm responsible for certain salesmen, but I am also counted on for

many miscellaneous projects," he says.

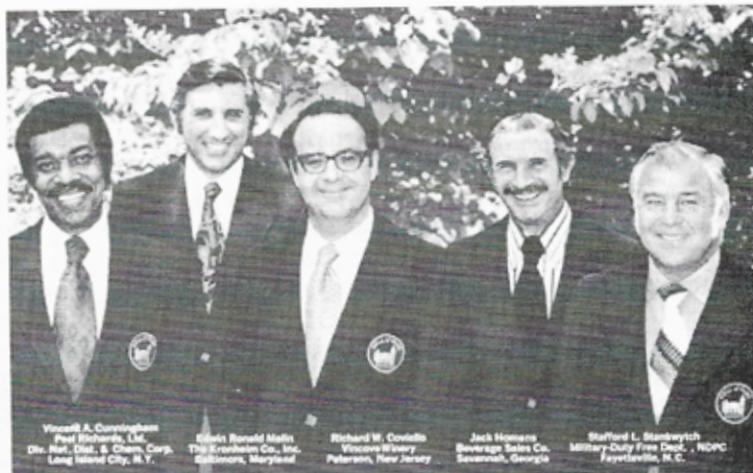
One of the reasons for Ed's success is his wife of 39 years, Doris. As a school teacher (English), Ed consulted with her throughout his career. "She's incredibly bright and had many great ideas that I used with my customers," he says. And Ed is equally proud of the five children he and Doris raised.

His oldest son Alex (37) resides in Portland where he is a school teacher and a writer. His second son Brad (36) inherited Ed's salesmanship and is extremely successful with his career in advertising sales. Daughter Jodi (35) is married to the president of Overlea Caterers. They have three boys and Jodi still manages to work three days a week as a certified public accountant. Daughter Ellen (34) is also in sales with MCI where she sells to customers throughout the world. She speaks fluent Italian and Spanish. Son David (32) received the athletic genes and was an excellent athlete at Western Maryland College. He earned a law degree, but has chosen a career in commercial real estate, in which he is excelling.

Great kids, a wonderful wife, a successful career as the best in the business, life has been good to Ed Malin. Where does he go from here? "I'm perfectly content with everything. I love my job, and I'm looking forward to many more years here at The Kronheim Company." And as you can tell by the quotes from Matt Margolies and Tom White on the following page, The Kronheim Company is perfectly content with Ed Malin. In fact if they could put their salesman in a copy machine and have them come out as an Ed Malin clone they would be elated. Ed's made a great deal of money for Kronheim, for himself, but most importantly for his customers. He may not be the race horse that he once was on the basketball courts, however, he still is "a main man" at The Kronheim Company and throughout the industry.

And if he ever does retire, I hope they find a pair of his working shoes and bronze them on a plaque that will hang in their sales room for all the future Kronheim salespeople to see each day. His attributes: professionalism, "can-do" confidence, engaging personality, an active mind, hard working, humanitarian spirit are all worthy of emulation.

The Beverage Journal salutes Ed Malin as the third entry into our Beverage Journal Sales Person's Hall of Fame. Congratulations Ed, and keep up the great work.



The best of the best

These men were just elected to the Old Taylor Hall of Fame.

Every year, we elect a handful of men to the Old Taylor Hall of Fame. A handful of men out of 2500 salesmen. These men are the very best salesmen we have. The best of the best. They're not always the men who sold the most. They're the men who sold the

best. Men who showed unusual ingenuity, drive, personality and character in their day-to-day dealings with you. And men who found time to take part in community affairs. We think they're the kind of guys you're glad to see walk in the door. We're glad they're representing us.



KENTUCKY STRAIGHT BOURBON WHISKEY, 86 PROOF, THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KENTUCKY

A highlight of Ed's career was his election to the Old Taylor Hall of Fame in 1972 (Ed is second from left in above photo.)

"It said to me, I've made it. After nine years of hard work, it humbled me that me customers had honored me with The Hall of Fame."

Ed Malin

"Congratulations on 30 years of outstanding performance and service which benefited The Kronheim Companies and all of its employees. Having worked directly with Ed for many of those years his dedication and desire has been unsurpassed. My only wish is to have him here at Kronheim another 30 years."

*Thomas M. White
Executive Vice President/COO
The Kronheim Companies*

"Without question the most innovative salesperson in Maryland. He is the 'Best of the Best.' After 30 years, he still has no peers."

*Matthew E. Margolies
President/CEO
The Kronheim Companies*

"Ed and I go way back. He helps his customers make lots of money. It's hard to say no to him because he never makes mistakes. He's a great planner with lots of ideas. He makes it easy for you."

*Steve Golueke
Cranbrook Liquors*

Beverage Journal

Sales Person

Hall of Fame

Edwin Ronald Malin

1994



"In summary, I live for these..."

- #1 Family...my wife, children, and seven grand children.
- #2 Work (sometimes Doris says 1 & 2 are reversed.)
- #3 Golf
- #4 Travel
- #5 Fine Dining"



"Please come to me with....

- Ideas
- Actions
- Alternatives
- Solutions

I know the problems."