



**William B. "Beau" Sanders**  
**SCBA President, 1983-94**

*"I got a new job, got married, moved and served as president of SCBA in the same year. That year, we focused on strengthening the infrastructure of SCBA including revenue development, organizing a strong Board of Directors with regular monthly meetings and active committees and conducting a successful membership campaign. President-Elect Joe Varholy coordinated the first NCSA program with PRT."*

- Owner and general manager of Professional Management Services, Inc., the Eastern Regional Distributor for Pristine Systems' digital audio studio systems and their lines of computers and computer accessories. Professional Management Services is also a management consulting firm.
- Served as general manager of Barnacle Broadcasting Ltd., licensee of WHTK-FM, Hilton Head
- Named vice president of WJAY/WCIG Radio in Mullins after graduating cum laude with a B.A. in Journalism and a Master of Mass Communications from the University of South Carolina. Later joined WSSC in Sumter as president and general manager.
- Also was majority owner and president of WCKM (Winnsboro) and general manager of WKDY (Spartanburg)
- Received the National President of the Year Award in 1986 from the American Advertising Federation for his work as president of the Spartanburg chapter. Was named a "Certified Radio Marketing Consultant" by the Radio Advertising Bureau in 1980.
- Has been a member and served on the boards of various civic and professional organizations and is listed in Who's Who in the South and Southwest. He was also included in the 1992 Platinum Edition of Who's Who Worldwide.
- Married to Sharon Smith and has one son