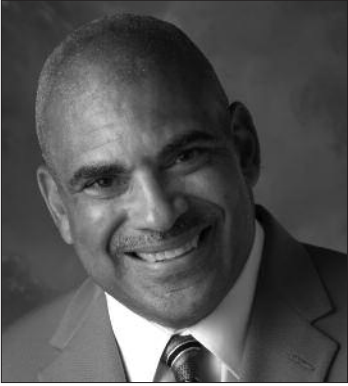


## 2009 HONOREE

## JAMES LEWIS AWARD



## COACH JOE CROSBY

### CEO, Coach's Low Country Brands

**A**s a young man, “Coach” Joe Crosby didn’t dream of owning a successful restaurant and his own brand of food products. He didn’t even dream of being a winning football coach. He earned a degree in business administration and was working as a personal banker when his pastor commented “I don’t know what it is, but kids listen to you” and convinced him to coach a youth team at the church. From that point, he went on to coach several college football teams including those at Morris Brown, Savannah State, and Florida A&M. He became known for his ability to motivate his players as well as for his successful teams.

On Mother’s Day 2003—with no experience—Joe and Kristina Crosby opened the T-60 Grill in Fairplay, SC on the shore of Lake Hartwell. The T-60 was almost an immediate success—particularly when “Coach’s Low Country Boil,” made with his special seasoning, was added to the menu. Because the restaurant was open only during the summer, customers claimed to suffer “withdrawal” and begged for a way to “get that taste” when they couldn’t get to the T-60.

From that humble beginning—small bags of seasoning sold in the restaurant and from a small tent outside Clemson University football games—Coach’s Low Country Brands now includes not only the seasoning, but a variety of proteins, sauces, snacks and beverages.

Coach’s philosophy includes enabling people and businesses to realize their full potential. Described as focused, passionate and dynamic, he has infused his company with his own brand of energetic leadership, vision and spirit.

Coach believes in sharing his success as he achieves it—something he says makes the journey even sweeter. The Joe and Kristina Crosby Education Foundation was founded to support culinary arts and hospitality management education at the high school and post-secondary level world-wide and to support elementary school teachers and students in their home community of Oconee County. He is a passionate supporter of the ProStart® program, speaking at state competitions and participating as a sponsor at the National ProStart Invitational in 2007 and 2008.

In 2007, the T-60 Grill received the National Restaurant Association’s “National Restaurant Neighbor Award” in recognition of the Crosby’s efforts to support education. Coach was proud to be named to the Board of Directors of the National Restaurant Association in 2008 and to present the keynote address at the National Restaurant Association Education Foundation’s Spirit Awards in 2008.