



ABOVE AND BEYOND

MARGARET AND DAVID JABOUR OF AUSTIN-BASED TWIN LIQUORS HAVE A RECORD OF CHARITABLE ACTIVITY THAT'S MADE THEM STARS IN TEXAS' CAPITAL

When she's told that Margaret and David Jabour are getting an award, Juliana deRosa, manager of corporate and foundation gifts for Austin's Long Center for the Performing Arts, doesn't miss a beat. "They deserve it," she says. "We love them here, and we're lucky to have them in town. I can't think of enough good things to say about them."

BY JEFF SIEGEL PHOTOGRAPHY BY MICHAEL THAD CARTER



David and Margaret Jabour have become fixtures in Austin, Texas, for their community service efforts, which include supporting myriad local organizations both financially and in leadership roles. The brother-and-sister team serve on the boards of more than two dozen non-profit organizations.



Twin Liquors has an extensive wine collection and the Jabours often use their own inventory as the donations for community events, ranging from local wine tasting fundraisers to more grand galas like the American Cancer Society's Cattle Baron's Ball, for which they donated more than \$6,000 worth of wine and spirits.

Siblings Margaret and David, third-generation owners of the 75-year-old, Austin-based business now known as Twin Liquors, have been honored with the 2008 MARKET WATCH LEADERS Alumni Award for community service. The Jabours support dozens of organizations, including the Long Center and Dell Children's Hospital. Rita Willoughby, who oversees the hospital's community fund-raising projects, says, "It's not just that they're generous—and they certainly are. They're beyond generous. They're always doing things I don't expect them to do."

The Jabours, who've run the 53-store chain since 1982, take pride in their philanthropic efforts. But it's not only about giving things away, which they do at some 500 events

a year. It's much more far reaching. "We want to take it deeper than that," says Margaret, who handles community, supplier and customer relations for the chain, while David, as president, takes care of the day-to-day operations. "It's about defining relationships in our industry. It's not just about giving product, but giving time. We're proud of our industry, and we like to show that pride in how we can help our city." David agrees: "How do you say no to your community?"

Good Neighbors

It's a gorgeous spring day in Austin, and the Jabours are eating lunch—or at least trying to eat lunch—outdoors at a popular local restaurant. First, someone sees them sitting on the patio and comes over to say hello and chat about business. Then the restaurant manager comes over to ask about a charity promotion. "That's just Austin," David says of the interruptions. "People know who we are, and they know how much we care about the community."

That sentiment has deep family roots for the Jabours, who've been an integral part of Austin philanthropy for 75 years. David and Margaret's grandfather and uncle—Theodore and Arthur, respectively—opened Jabour's Package Store in downtown Austin soon after Prohibition ended. The combination liquor and drug store also had a soda fountain, which was a common feature back then. By the mid-1940s, the business included three liquor stores and a tavern that sold only beer. Even then, Margaret and David say, giving back to the community was an integral part of the business. All they did was formalize the process.

Today, the chain has stores in greater Austin under the banners Twin Liquors, Reuben's Wine & Spirits, Dan's Wine & Spirits, Hill Country Wine & Spirits, Centennial

KEY FACTS: TWIN LIQUORS	
Name of Leaders	Margaret and David Jabour
Title	David is president and Margaret is in charge of community, supplier and customer relations
Number of Stores	53
Store Locations	In and around Austin, Texas
Web Site	Twinliquors.com
Future Plans	To expand into San Antonio by year-end.

and KP Liquor. The Jabours expect to expand into San Antonio by year-end. But even as the company expanded from 36 locations back in 1982, the Jabours have always tried to keep the focus on the neighborhoods they serve.

Most Twin stores are around 3,500 square feet and carry about 8,000 SKUs, with a staff of three to four full-time employees, including a manager. Sales by category vary depending on location; wine can account for as much as 50 percent or as little as 15 percent. The company focuses on what David calls recognizable brands, such as the 2006 La Crema Chardonnay (\$16.99 a 750-ml. bottle) and the 2005 Robert Mondavi Napa Cabernet Sauvignon (\$26.99). The Jabours believe strongly in working closely with distributors to provide value for their customers.

“We have to be neighborhood-focused,” Margaret says. “That’s what we encourage, and that’s what we enjoy the most. If there’s a wine dinner event in the neighborhood, we want the store teams to participate. There is no substitute for that, because that way the store teams know the likes and dislikes of the neighborhood.”

All Sizes Fit

In fact, the Jabours contribute to events big and small, whether it’s wine for a community charity dinner, gift baskets for a larger function, or providing all of the wine, beer and spirits for a major event, like last spring’s opening of the Long Center, the non-profit that manages and coordinates three of the city’s leading performing arts venues. The Jabours’ largesse extends to most of the area’s non-profits, including the American Cancer Society’s Cattle Baron’s Ball (they donated more than \$6,000 worth of wine and liquor); the Austin Museum of Art’s annual La Dolce Vita food and wine festival (they provided products and logistical support); and their church’s St. Elias Mediterranean Festival (they offered logistical support and leadership).

Willoughby oversees nine regional groups that hold fundraisers for the children’s hospital and says it’s not unusual for the Jabours to contribute bottles for wine tastings as well as gift baskets and other items. But what really impresses her is that the chain’s employees offer their time and knowledge to select the wines. “It’s their expertise and willingness to streamline the process that is really invaluable,” Willoughby says. “They seek out relationships within each group, and that’s been extremely beneficial.”

Between them, the Jabours sit on the boards of almost two dozen non-profit and professional organizations, including the Texas Package Stores Assoc. (Margaret is vice president), the nationally known Texas Hill Country Wine &

Food Festival (David is vice president), the Austin Lyric Opera and the local American Heart Assoc. In addition, Twin employee Sandra Spalding serves as community events manager for the company. Her job is to oversee the thousands of requests that the chain gets each year. In Austin philanthropy circles, the Jabours are as well-known as the city’s favorite son, cyclist Lance Armstrong, and his multi-million dollar foundation (something a local magazine noted a couple of years ago).

“Everything they do is impressive,” deRosa says, “but it’s the little things they do that I don’t find out about until later that impress me the most. They’ll come to me, or



When it comes to financial support, the Jabours don’t put a limit on donations. “We don’t like to think in terms of money,” Margaret says. Twin Liquors makes contributions to roughly 500 events a year.

Sandra will, and they'll say, 'We see you have something coming up in the future. How can we help with that?' And it's not just about alcohol. They'll offer to put flyers in their retail stores. It's all about helping to extend the reach of what we're trying to do—because they do more than you expect them to do."

From The Heart

The reasons for the depth of the Jabours' commitment are as deep as their Austin roots. David tells the story about a well-known doctor who used to hang out at the Jabour's Package Store near the University of Texas campus, where the doctor went to school. "He came up to me, out of the blue, and told me that my father and his twin brother used to always encourage him to stay in school," David says. "He said they told him to persevere and to get his degree. 'There was no reason for them to do that,' the doctor told me. 'Would you please tell him that I remember that, and how much difference it made?'"

The Jabours' giving can sometimes be personal, too. Their older brother, Ralph, died of heart disease as a young man. Since then, the American Heart Assoc. and its variety of events, from galas to more informal gatherings, has played a special part in their philanthropy. For example, Margaret served on the board of the Go Red For Women Heart Savvy Summit, which offered talks from local medical experts and free health screenings. The company supplied heart-healthy food and wine pairings as part of the event. "It was a tremendous success," she says. "Austin has always been our town. So the question is: 'Where do we want to go with that? What can we do to meet their needs?'"

Pat Byrum, who started as a development executive at the Austin branch of the American Heart Assoc. in early 2008, says, "Margaret came to me and asked how she could help me in my new position. It wasn't just about donating things, but about building relationships and following through."

This kind of effort goes back to the Jabours' sense of community. "That's how the deeper relationships evolve," Margaret says. "Because people get to know each other."

Yes, a lot of events get wine donations or gift baskets. But some also get the duo's leadership and guidance, something that they realize is often lacking at cash- and volunteer-strapped charities and non-profits. They lend their business expertise. They offer their business and philanthropic connections. They share their knowledge of Austin, how it works and what needs to be done to accomplish one's goals. "A lot of these groups really look to us for counsel and advice," Margaret says. "And when they do, they're ultimately flattering us."

Into The Future

It's not so much that the Jabours pick and choose whom to help with their time and money. Rather, it's how they decide what events will get more help than others, because they almost never say no. The key is to find the best level of involvement, whether it's providing a store wine buyer,

TIME LINE: TWIN LIQUORS

1933	David and Margaret's grandfather and uncle, Theodore and Arthur, open Jabour's Package Store in downtown Austin, Texas.
Mid-1940s	Jabour's Package Store expands to three locations, plus a beer-only tavern.
1981	Theodore Jabour retires.
1982	Margaret and David take over the chain and open the first Twin Liquors store with their late brother, Ralph.
1993	The Jabours open a second Twin Liquors location.
2000	After substantial growth in the 1990s, the chain acquires Dan's Wine & Spirits.
2001	The chain acquires nine Reuben's Wine & Spirits outlets.
2003	Twin Liquors buys KP Liquors, allowing the Jabours to expand into Marble Falls, Burnet and Kingsland, Texas.

helping a neighborhood group with a wine tasting or something more detailed and extensive, such as supplying the wine, beer and spirits for a major event like the Cattle Baron's Ball. Twin Liquors is also active in supporting industry groups, especially by donating its time—a point that both Margaret and David emphasize. The siblings say they feel a responsibility to work with others in the trade to not only advance its causes, but to show that the industry recognizes its social and cultural obligations.

"What we try to do," David says, "is to understand what type of event it is and what kind of help is needed. Do they need the neighborhood manager who truly understands their community? Do they need something more?"

Is there a limit on their financial support? Margaret pauses before she answers. "Our motto is whatever is right," she says. "We don't like to think in terms of money. We really don't."

In fact, ask the Jabours how much their generosity costs Twin Liquors each year, and they change the subject. It's not a question they want to answer. "It's not about how much money you can make," David says. "There are other rewards. It's an honor to be able to help like that." A case in point is their work with the Heart Assoc. "They like to keep it low key," Byrum says. "That's because it's not about them, but about helping the organization and helping the community. They're very humble about that, and it's pretty amazing."

The Jabours shy away from this kind of praise, and their sincerity is obvious. "There's a saying," Margaret says. "The more freely you give, the more freely you receive. God blessed us, and we want to make that part of our life." 