

# TENNESSEE ARCHWAYS

WINTER 2011

THE UNIVERSITY OF TENNESSEE • COLLEGE OF BUSINESS ADMINISTRATION



## *Making* **DREAMS** COME TRUE

*Charlie and Moll Anderson are committed to helping young people realize their dreams.*

## **Healing Our Healthcare System**

*Healthcare organizations find their own cures for what ails our healthcare system.*

## **Martina McBride Finds Her “Virtual” Voice**

*Grammy-winning superstar and husband John McBride collaborate with MBA students to connect with Internet fans.*

CHARLIE AND MOLL ANDERSON







CHARLIE AND MOLL ANDERSON



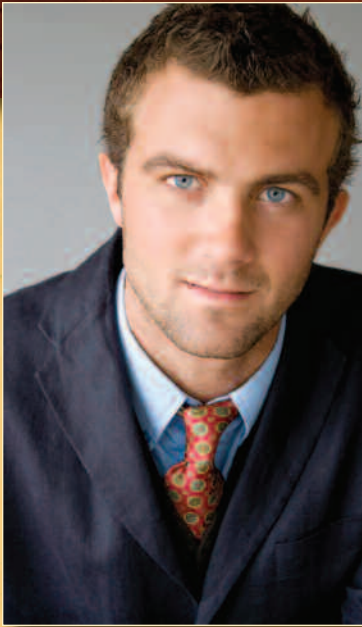
# *Making* DREAMS *Come True*

*Charlie And Moll Anderson say they are living proof that dreams come true, and they are determined to help young people experience that reality for themselves.*

*The* Anderson family made a leadership commitment to the University of Tennessee that pushed the Campaign for Tennessee past its \$1 billion goal 18 months ahead of schedule. Part of the gift was designated to the College of Business Administration to establish the Anderson Center for Entrepreneurship and Innovation and an endowed scholarship for single parents.

“The Anderson Center for Entrepreneurship and Innovation will allow our students, through mentoring and great professors, to discover what entrepreneurship is all about,” says Charlie. “My dream is for students to be inspired by the program, start their own businesses—hopefully in the Knoxville area—and give back to the community.”





## AARON RODRIGUEZ- McCLEARY

MBA Class Of 2010

*“My entrepreneurial interests are in the music industry, which has transformed into a viral, social-media-driven space.*

*UT’s entrepreneurship and innovation concentration in the MBA program has opened my eyes to opportunities others miss and allowed me to explore ways to use social media to grow my businesses, VAith Music Group and WarLab Records.*

*Don’t tell me the sky is the limit when there are footprints on the moon.”*

**“MY DREAM IS FOR STUDENTS  
TO BE INSPIRED BY THE PROGRAM,  
START THEIR OWN BUSINESSES—  
HOPEFULLY IN THE KNOXVILLE AREA—  
AND GIVE BACK TO THE COMMUNITY.”**

—CHARLIE ANDERSON

Charlie and his family certainly have lived that dream. Charlie’s grandfather, Clyde, sowed the seeds for Anderson Companies in 1917 when he opened a newsstand in Florence, Alabama. Nearly a century later, the flourishing company—nurtured first by Clyde, then by his son, Charles Anderson Sr., and now by his four grandsons—is recognized by *Forbes* magazine as the nation’s 116th largest private company. The family holdings—which at one time or another have included more than 150 different companies—currently include Anco China Ltd., Anderson Press, and publicly traded Books-A-Million (NASDAQ: BMM).

Charlie (Charles C. Anderson Jr.) is CEO of Anderson Media Corporation, which operates *Magazines.com*; *Media Solutions*; *Full Circle Music Publishing*; *KA Display Solutions*; and *Anderson Merchandisers*, the nation’s largest distributor and merchandiser of consumer magazines, books, and pre-recorded music.

Charlie (BS 1976, marketing) credits the University of Tennessee for providing him with the business insight to help change his company from a small magazine distributor to a national multimedia entertainment company with over 4,000 employees. He hopes other UT graduates will find similar success.

“Today, with technology changing so much, it certainly presents a lot of opportunity,” assures Charlie. “Every business challenge can be turned into a business opportunity, so it is a great time for young, inspiring entrepreneurs.”

Charlie’s wife, Moll, is an entrepreneur in her own right. An Emmy-winning entertainment reporter and author of *Change Your Home, Change Your Life*, Moll built a highly successful design company in Nashville that catered to professional athletes, country music stars, and other celebrities. Her brand, *Moll Anderson Home*, is now recognized nationally, and she regularly appears on television as a featured lifestyle expert.

“I believe in dreams, and I believe you can do

anything you want to do if you set your mind to it,” says Moll. “If you add an education to that determination, nothing can stop you.”

## A PASSION FOR ORANGE

Both Charlie (a three-year UT football letterman) and Moll are avid UT fans, although Moll (originally from Scottsdale, Arizona) was indoctrinated into Volmania a little later in life.

“When Charlie and I met, he asked me what a Vol was,” recalls Moll. “I said, ‘I do not know what a Vol is.’ So he said, ‘Oh! my gosh! We are going to have to start from scratch.’ The next time he said, ‘You are going to have to bleed orange if I am going to marry you.’ So I would have to say that I am the most avid UT fan who came from the West; who did not know what a Vol was; and never, ever wore the color orange!”

Moll now proudly wears orange, serves on the College of Business Administration Advisory Council to the Dean, and actively mentors students.

Charlie also generously gives of his time and talents on campus, serving on the university’s Board of Trustees and on the board of directors for UT Athletics.

In 2005, Charlie was named the College of Business Administration’s Distinguished Alum of the Year for his service to the university, college, and community. “That is one of the highest honors I have received as a businessman,” says Charlie. “I joined a select and distinguished group of people, and I am very proud of that.”

## THINK BIG OR GO HOME

Despite countless achievements to their credit, the Andersons are not resting on their laurels. In fact, Charlie and Moll have set their sights on a new goal: they want the Anderson Center for Entrepreneurship and Innovation to be one of the premier centers of its kind in the country. “We have a saying in our family,” explains Moll, “Think big or go home.”

Tom Graves, director of operations for the center, could not agree more. “We aim to make the University of Tennessee a world-class hub for entrepreneurial knowledge and value creation.”



The program is off to a very good start. Essentially, the center serves as a nexus of collaboration among researchers, practitioners, community resources, and entrepreneurs—all joining forces for one purpose: to equip students to bring their entrepreneurial visions to life.

“When you come here as a student, our focus is on giving you not only a great business education but also a wealth of hands-on entrepreneurial

the East Tennessee area, walking in the entrepreneurs’ footsteps as they grow their businesses.”

Facilitating these real-world experiences for the swelling ranks of E&I students is a daunting task. Thus, says Graves, the Anderson’s gift to the center is fantastically opportune. “The demand for our courses is extremely high, and the Andersons’ generosity will enable the center to fulfill its mission, specifically by supporting our faculty’s efforts to provide experiential learning activities for our students.”

*Moll’s advice about the power of education and determination sums up the value proposition of the Anderson Center for Entrepreneurship and Innovation:*

**FOR THOSE STUDENTS TRULY PASSIONATE ABOUT BECOMING ENTREPRENEURS, WE INVITE YOU TO COME FOR A DEGREE, AND WE WILL HELP YOU LEAVE WITH A BUSINESS.**

experiences. We also intend to equip you with life-long mentors and invaluable connections you can tap as you start your own businesses or contribute significantly to the success of other start-up companies,” elaborates Graves.

Word has spread quickly about the program’s emphasis on “hands-on learning” and the almost 50 businesses launched by students since entrepreneurship and innovation (E&I) was introduced into the college’s full-time MBA and undergraduate curricula. As a result, E&I courses are in huge demand. In fact, E&I is the College of Business Administration’s most rapidly growing MBA concentration and most in-demand undergraduate collateral\*.

“The E&I faculty bring real-world experiences to the classroom and provide tremendous learning opportunities,” praises Dave Duhamel, a full-time MBA student in the E&I concentration. “We are afforded the unique, hands-on opportunity to work with start-ups and early-stage companies in

the winning team received an all-expense-paid trip to New York City where they watched Moll’s appearance as a featured lifestyle consultant on *Good Morning America*.

Volunteers from the community also play an instrumental role in the center’s annual business plan competition—which is open to undergraduate students campus-wide—by serving as judges and donating cash prizes and business services to the winners. The competition offers students the opportunity to present their entrepreneurial ideas, receive feedback from successful entrepreneurs, and compete for start-up capital. Since the competition’s inception in 2008, over 125 teams have competed for \$50,000 in prize money, and at least eight companies have been launched.

Thus, whether through classroom experiences or competitions, E&I students are receiving feedback and forging connections that will make indelible impressions on their future careers.

*continued*



**AURELIA MCCONNELL**

**Graduating May 2011  
Management Major  
Entrepreneurship Collateral\***

*“My grandfather wisely taught me the meaning of value: ‘If you look up, you’ll go up; but if you look down, you’ll go down.’*

*After reflecting upon my years at UT, I finally realize the true meaning of value. Value is the reflection of who you are and how you are able to apply yourself in a way that benefits others. Even if you have discovered one of the greatest inventions ever that could possibly change the world, ultimately the idea started in you.”*

\*A collateral is a support field to a major, involving nine hours of study. Majors involve 15 hours of study.



“The networking and feedback opportunities of the E&I program are tremendous,” says Duhamel. “We get the chance to meet successful entrepreneurs, learn about their successes and failures, and hear how they built their businesses. Likewise, we engage with successful venture capital managers, Internet and marketing leaders, technologists, inventors, and others. These experiences are priceless.”

Moll says the students aren’t the only ones who benefit from the networking experience. Like many entrepreneurs and nonprofits associated with the program, Moll enjoys access to “the best and brightest” the university has to offer. “It is a blessing to meet these students and be inspired by their intelligence, creativity, and enthusiasm. I am especially thrilled that I was able to convince one of them (Ashley Cate, BS 2003, major in finance) to come work with me as my creative director and assistant!”

## COME FOR A DEGREE; LEAVE WITH A BUSINESS

When Moll has the opportunity to speak to classes, she loves sharing her experiences and lessons learned. “One of my favorite pieces of advice is to never let anyone squash your dreams—go after them 150 percent, as if you can’t live without doing them. That passion plus an education will get you anywhere.”

Indeed, students who enroll in the E&I concentration of the full-time MBA program are expected to take part in a start-up business while they are in the program, and undergraduate E&I students also are strongly encouraged to do so.

In 2010, the center launched its newest initiative—the MBA Entrepreneur Fellow program—that actually pays students to study and start a business. It is the only program of its kind in the country.

“The goal of the Entrepreneur Fellow program is to recruit the best and brightest MBA students who have an entrepreneurial drive and will work on an early-stage, technology-enabled business while completing their degree,” says Graves. “Through coursework, applied-learning experiences, faculty collaboration, and mentorship,

aspiring student entrepreneurs develop the skills and connections they need to successfully launch their new ventures.”

Each Fellow receives a \$30,000 scholarship—\$10,000 for each of the program’s three semesters. Satisfactory progress toward launching or growing his or her business idea is required to continue receiving funding.

The inaugural MBA Fellows will graduate with the MBA Class of 2011; they are Paul Haymore from Marietta, Georgia, and Matt Parton and Brian Mohney from Knoxville, Tennessee.

“The Entrepreneur Fellow program offers what every entrepreneur hopes for—an opportunity to bring a business to life,” says Mohney. “As an entrepreneur from an entrepreneurial family, my being awarded this opportunity is a dream come true. It will give me the opportunity to turn my dream business into a reality.”

Charlie Anderson hopes the MBA Entrepreneur Fellow program is the first of many more innovative strategies that the center will employ. “The future of UT is very bright. I know that we have the brightest and most intelligent students. It is going to be our challenge to keep these students engaged and growing by creating different programs to suit their needs and abilities. We look forward to what the future holds.” ●



**DAVID DUHAMEL**

**MBA Class Of 2010**

*“The faculty provide the greatest value to the E&I program. They bring real-world, practical experience to the classroom, which provides tremendous learning opportunities; we actually get to ‘walk in the footsteps’ of entrepreneurs.*

*The faculty provide career assistance, networking opportunities, and professional mentorship. They help students find their passion and turn it into a business opportunity. They clearly are invested in our success.”*

## KEELY MOORE

**Graduating May 2011  
Enterprise Management Major  
Entrepreneurship Collateral\***

*“I have had a dream to start my own business, and through UT’s program in entrepreneurship, I am certain that my dream will become a reality.*

*I have been learning from distinguished professors as well as successful entrepreneurs. The program has challenged me to learn not only through the conventional academic environment, but through real-world experiences available only through this program.”*



\*A collateral is a support field to a major, involving nine hours of study. Majors involve 15 hours of study.



# Moll's Story

*Not long ago, Moll Anderson and her husband Charlie traveled to Los Angeles for a business meeting. When they pulled into the parking lot of the Century City office building, Moll was struck with powerful memories and a wave of emotion.*

**I** was just turning 22. I was divorced, a single mom with a two-year-old son, and I was alone in Los Angeles working as a model and television actress. My mom had been a studio actress, and it was just assumed when I was growing up that I would follow in her footsteps, even though I thought all along that my real passions and talents lied elsewhere.”

“On this one particular day, I remember that I had my son Michael with me, and I pulled up to

that very same building in Century City for an acting job. I realized that I could not afford to pay the \$10 parking fee because that was all Michael and I had for dinner that night. I ended up parking five blocks away, having to carry Michael when his little legs got tired. By the time I reached the office, I was dripping in

sweat, and my makeup was running down my face. It was a very hard day. Returning to that same place so many years and life changes later was a very emotional experience for me.”

Now a highly successful author, lifestyle consultant, and television host, Moll sits in the comfort of her newly appointed offices in Knoxville and reminisces, yes fondly, about her difficult start in Los Angeles. “It wasn’t easy. I think the thing that got me through was that I just didn’t know any better! But looking back on it now, I realize how lucky I was to survive. And, yet, I wouldn’t change any of that because of what it taught me, and how it shaped my life.”



*Moll Anderson with her son, Michael*

During an eight-month-long writers’ strike, Moll decided to leave Los Angeles and return to her hometown to provide Michael a better life. “I then pursued a career in broadcasting and won an Emmy in my first season at the ABC affiliate in Phoenix. From there, I went to E! Entertainment Network.”

When Michael left for college, Moll took her next big leap, moving to Nashville to pursue her passions for writing and music, and it was there she found her true calling as a design and lifestyle expert. While cultivating a highly successful business, Moll was introduced to Charlie by a mutual friend. She and Charlie now make their home in Knoxville.

Moll feels privileged to be a part of the Anderson family and to be playing a guiding role as the family gives back to its hometown community.

Moll and Charlie, on behalf of the extended Anderson family, recently made a significant contribution to UT’s College of Business Administration. Although the majority of the funds support the college’s Anderson Center for Entrepreneurship and Innovation, a significant portion was set aside to establish the Moll R. Anderson Endowment.

The Moll R. Anderson Endowment provides scholarships for single parents who wish to pursue their business education at UT. Special consideration is given to parents whose children participate in Boys and Girls Clubs’ programs, as did Moll’s son, Michael.

“I am known for my philosophy of ‘Change Your Home, Change Your Life,’ and I believe education can change your life. I did not have the opportunity to go to college—instead I went to the business school of real life—but I can’t even imagine what I could have accomplished if I had gone to the University of Tennessee.”

“What I want to do is give back to the single moms and dads,” says Moll. “Single parents have the unique challenge of trying to balance it all. We want to create a community that wraps our arms around the single parent, helps with the cost of education, and takes care of the childcare. We want to take the pressure off single parents so they can make themselves better and in turn teach their children what a wonderful thing an education is.”

“I have a tremendous amount of joy in being able to contribute to the University of Tennessee because I know what the gift will do. When we educate someone, we give them a better life. And that’s a gift that goes on and on and on.”

*“Go confidently  
in the direction  
of your dreams.  
Live the life  
you have  
imagined.”*

HENRY DAVID THOREAU