

Simply Southern **Case Study: Growing and Giving Back**

[Visual of title that reads: THE POWER TO impact the next generation]

To be southern, it's a lifestyle. And to teach other people that lifestyle, and to also give back, and make a future brighter for somebody else.

[Visual of title that reads: Ginger Aydrogdu, President, Simply Southern]

That's what Simply Southern is.

[Visual of title that reads: Greensboro, North Carolina]

I've never thought about living anywhere else than Greensboro. I mean I grew up here and wanted to make a future here. Starting a company from the ground up and seeing that you know, Greensboro has the capability of having workers. You know, skilled workers or non-skilled, and that, we can train them, it's great.

When we first started, we basically were only making t-shirts. And the first day, we actually only made \$30. And I thought, oh my gosh, we're never gonna be able to survive on \$30. And then by the weekend, we actually did \$300 and I thought, oh my gosh, we actually might make it, and actually make rent.

Bank of America Merrill Lynch were there every step of the way, and made sure that what was going to make this become an even more successful business, they were going to be there to help.

[Visual of title that reads: Jordan Dickens, Employee, Simply Southern]

I've been here from the beginning. I began making t-shirts myself, taking the orders, making the shirts, packing the boxes. At the beginning, we started with four employees, now we've grown to over 100. Turned it into what it is today, is definitely a fairy tale story.

[Visual of title that reads: Jourdain Foster, Employee, Simply Southern]

I've gained a lot of experience from working with Simply Southern. I definitely never thought about going to business school until I met Ginger. She showed me a little bit of her job, and how she started the business, it really inspired me. She started a company that not only sells product to the Greensboro area, but takes that profit and turns it around right back into the community.



I used to come here before every volleyball game. We'd sit here and eat this before our games. You know, we didn't win very many matches, and this is probably why, because it weighed me down.

Probably! It's neat that you're helping in the area where you grew up, it's nice.

I think it's, um, very important for people to give back. Where they grew up, and where they came from.

Yeah.

My goal, and my family's goal, was to always give back. Not just in the United States, but in the world. Some of our proceeds go to a Child Fund, to make sure children across the world have all the things that they need.

Simply Southern!

The power that I would want, would be to lead by example. I really want to do the same as Ginger, helping others. And then maybe others will look at me as I've looked at Ginger, changing the world, and want to do the same.

The power to impact the next generation, that's my ultimate goal in life. Is to give them the power to succeed.

[Visual of title that reads: WHAT WOULD YOU LIKE THE POWER TO DO?®]

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