

30 YEARS

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ANDERSON
TECHNOLOGIES

A decorative header featuring a variety of colorful confetti pieces, including squares, rectangles, and circles in shades of blue, yellow, red, green, and purple, scattered across the top of the page.

30 Years of Removing Limitations – Celebrating a Milestone with Anderson Technologies

The story of Anderson Technologies is one woven of perseverance, optimism, and the ability to navigate through challenging times. Since our inception in 1995, we've been a beacon of support to individuals and businesses not just in St. Louis, Missouri, but far beyond. Our motivation is simple yet profound: to enrich the lives of our clients, our employees, and the communities we serve. As the proud leader of this organization, I am thrilled to share a glimpse into our 30-year journey, celebrating the milestones that have shaped us.

At the heart of Anderson Technologies are the people who make it all possible. The journey began with Mark and Amy Anderson, whose family values—integrity, hard work, and doing good—are the foundation of our company. Their story started in 1987, meeting while clearing lunch tables in the college cafeteria and discovering they had a shared vision for the future.

Starting their careers at McDonnell Douglas, Amy in 1988 and Mark in 1989, they decided to venture out on their own after honing their business experience at Fortune 1000 companies. On February

17, 1995, Anderson Technologies was founded as an IT consulting business. Greg Weber, a director at Southwestern Bell, recognized the “do right” spirit of the firm and placed Anderson Technologies on the preferred vendor list, marking the company's first significant breakthrough. Amy quit a job she loved at Southwestern Bell managing a software development team to get the business up and running. She hired and placed the next seven employees in consulting positions at SBC while handling all the operations – bookkeeping, healthcare, timesheets, certification for woman-owned business, and much more.

Through the late 1990s, Amy gracefully balanced motherhood with her professional responsibilities, while Mark expanded our reach, placing consultants in major companies like MasterCard, AG Edwards,



Edward Jones, and American Express Incentive Services. Our team grew to 25 by 2001, but the bursting of the dot-com bubble brought a new challenge.

However, Mark and Amy's foresight ensured we were prepared. Transitioning from Fortune 1000 contracts to supporting SMB businesses and system administration, we adapted and thrived. The 2007-2008 financial crisis posed another test, but an opportunity to digitize a vast collection of documents for a client led to the birth of the division we call Anderson Archival today. This marked another pivotal shift, showcasing our resilience and innovative spirit.

I joined the team during this transformative project, initially working night shifts in the Andersons' home office –a humble beginning that laid the groundwork for our future successes.

With this project, Anderson Archival was born, focusing on preserving historical documents and making them accessible in the digital age. This shift not only showcased our adaptability but also our commitment to innovation and excellence.

The following years were marked by significant growth and diversification. In 2016, we hired Luke Bragg as a lead senior Systems Administrator (now our CTO). We expanded our offerings to include managed services, cybersecurity, and technical project management, catering to an ever-growing clientele that now spans 30 states and counting. Our team's dedication and expertise allow us to navigate through the rapidly evolving technological landscape, always staying ahead of the curve.

As Anderson Technologies continues to grow, key hires played crucial roles in shaping our direction and success. Lourens de Beer's skills in cybersecurity and IT operations contributed heavily to our ability to provide robust solutions for our clients and deliver outstanding results. Rob Sanazaro brought his corporate business acumen to help us mature our business processes and strategy. Hadley Grow and Corbitt Grow, who both had thriving careers at AT&T, joined the team in 2022 as part of our family business transition to the second generation, contributing significantly to technical project management and business development initiatives. Their

combined efforts have been instrumental in our ability to provide comprehensive technology solutions to a diverse and expanding clientele.

Today, Anderson Technologies stands as a testament to the power of resilience and forward-thinking. Our journey from a small consulting firm to a multi-faceted technology solutions provider is a story of vision, hard work, and an unwavering commitment to our values. We continue to thrive, driven by the same principles that guided Amy and Mark when they first started this journey.

As we celebrate this 30-year milestone, we look forward to the future with optimism and determination. We remain dedicated to enriching the lives of our clients, employees, and communities, always striving to make a positive impact through our work.

Thank you for being a part of our story. Here's to many more years of success and innovation.

Farica Chang
Managing Principal



Integrity, hard work, and doing good—these values are the foundation of our company.

– Guiding principles we live for every day as a team



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Mark and Amy Anderson

The Early Years (1995–2007)

Starting their careers at McDonnell Douglas, Mark and Amy took their Fortune 1000 corporate experience and founded Anderson Technologies in 1995, securing their first contract with Southwestern Bell and growing rapidly afterwards. The firm provided IT consultants to clients like MasterCard, Edward Jones, and American Express Incentive Services. Employees typically worked at clients' offices while the company itself operated from the Anderson's home office. Staff would gather in the family room for Christmas and team meetings while hardware orders would often land in the front foyer of the house. In the early 2000s, the firm began to focus on system and network administration for small to mid-sized businesses.





I met Mark and Amy while working at Southwestern Bell Telephone in the mid-90s. During that time, I was impressed by Mark's system knowledge, and I was amazed by Amy's deep interest in neural networks and artificial intelligence. It's fascinating to see how artificial intelligence has now become commonplace.

I thoroughly enjoyed my time at Anderson Technologies, where I felt like part of a family. The camaraderie among consultants and the supportive environment made it a unique and rewarding experience. I also

appreciated the open discussions with Mark and Amy about the company's business model and differentiation in the marketplace.

I will always cherish the annual gatherings and the strong sense of community we shared.

Best wishes to everyone at Anderson Technologies for a bright and successful future.

- Doug Schveninger



To Mark and Amy, Pioneers of Their Trade

Three decades past, with vision sharp and clear,
They turned from titans wrought of steel and might.
No longer trapped in systems cold and drear,
They carved a course where skill and craft unite.

With wisdom deep in circuits, code, and wire,
They built a home where excellence could grow.
Their minds, like sparks, gave birth to firm desire—
To shape solutions, swift and sure to flow.

From MasterCard to Towle, their name has shone,
Through Edward Jones and Graybar's trustful call.
Each challenge met with skill that stands alone,
A guiding light, bespoke and serving all.

Thus, Anderson endures—a beacon bright,
Where honor, touch, and truth make business right.

**Congratulations and “thank you”
from all your friends at Towle
& Co.**

- Chris Towle, CEO, 25-year client



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The Beginnings of Anderson Archival

(2007)

In 2007, a client approached Amy and Mark looking to digitize a huge collection of documents. This project was the first of several focused on legacy preservation and the importance of protecting and preserving what matters most. The volume of work required multiple shifts of teams to achieve the project's goals and timeline. Janet Stanley was the first hire for the project in 2008, and Farica Chang was hired two months later. The quality of the work they delivered eventually spurred additional projects that required an incredible level of precision and dedication to perfection. The processes and principles developed over these years became the foundation of Anderson Archival's offerings today to anyone looking for the best of the best in digitization and custom legacy preservation needs.

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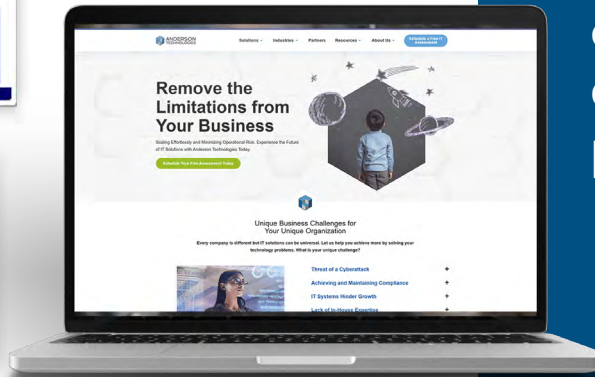
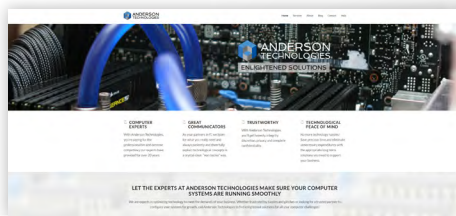
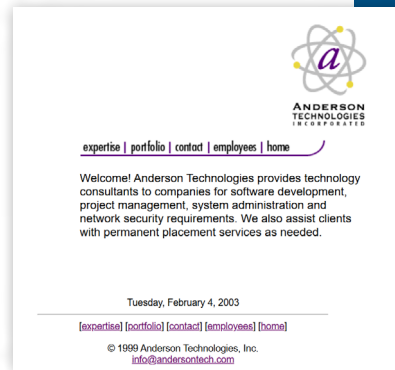
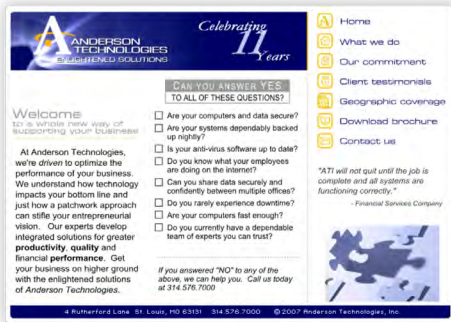
Working here for the past 16+ years has been more than just a job—it's been a journey filled with purpose, growth, and a shared commitment to our core values. I truly love being part of a team that prioritizes integrity, innovation, and making a positive impact every day.

Here's to 30 years of excellence and a future that's even brighter!

- Janet Stanley



Building an MSP (2016)



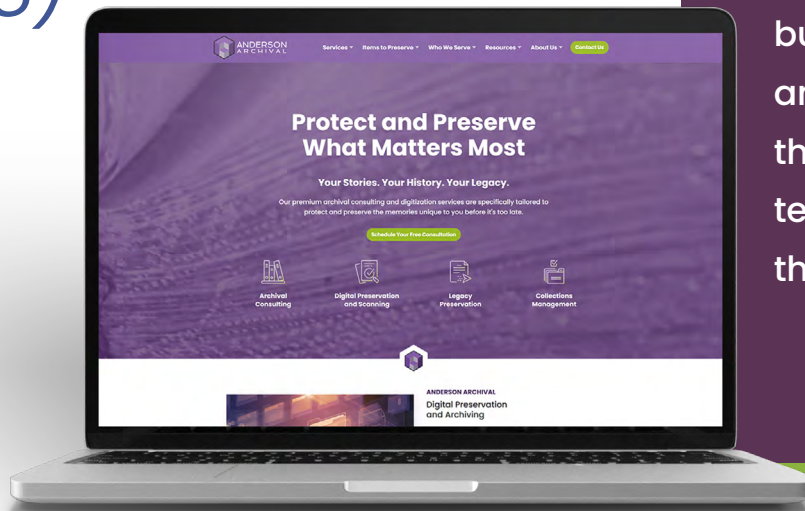
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Reflecting on my 25 years of experience in IT, I am extremely proud to be a part of Anderson Technologies and uphold our core values that have driven us to remove limitations and achieve remarkable success. As we celebrate the company's 30th anniversary, **we continue to innovate and inspire, proving that our dedication and integrity are the keys to limitless possibilities.**

- Luke Bragg



Launching Anderson Archival (2018)



When I started with Anderson Technologies and Anderson Archival in 2015, I struck gold. I couldn't believe that my position was something I was being paid to do. Since those early days, the specialness of Anderson Technologies has only been cemented in my mind. Every day is different, but at the core of the business is people—the value of people, and a mission built on protecting people, their data, and their history. 30 years is a testament to others seeing the spark of that specialness.

– Marcia Spicer

Growth and Resilience

(2020)

Anderson Technologies experienced unprecedented growth on the IT side from 2020 onward as the team assisted clients ranging from longstanding businesses to startups looking to rapidly acquire and scale. With dedication and hard work, the team successfully delivered outstanding managed IT services and technical consulting to migrate data from disparate environments and create foundational infrastructure for organizations that grew from 4 employees to 800+ in less than two years. As the 2020 pandemic brought archival work to a halt, the division temporarily pivoted and honed their development expertise to design and deliver hosted websites for clients of all types.

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Anderson Technologies has been a breath of fresh air in an otherwise saturated space. The team and environment we have makes being here such a blessing. Our core values actually mean something and show in everyday interactions with the team and leadership. You often hear the words “team” and “family” thrown around when describing a company culture, this is one of the few where it actually means something. From day one, I was received with nothing but love, and you see this every day. Partnering with clients who are aligned with core values and value our expertise has made removing limitations exciting and something I look forward to.

Here's to another 30! (At minimum 😊)

- Lourens de Beer



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Entrepreneurial Operating System (EOS) (2021)

In 2021, as the company rapidly grew to accommodate the growth of its clients, Amy, Farica, and Mark recognized the need for a structured framework to develop discipline, traction, and clarity for their scaling organization. Amy learned about EOS from her Vistage colleagues, and they interviewed several certified implementors. Shea Peffly stood out immediately as the right choice for the company and helped the leadership team on their journey to focus, growth, alignment, and results.





Happy 30th Anderson Technologies Anniversary.

I remember meeting you all for the very first time in the fall of 2021. I was a little intimidated coming in because I knew you had also spoken with a very seasoned individual already. (Smile). I also remember walking in and being met with these genuine smiles on your faces and feeling the warmth of your energy and you immediately moved me to simply be myself. Little did I know I would gain “forever friends” in the relationships we have nurtured and cultivated. Thank you for embracing all my dysfunction and loving me like one of your own. You are truly role models of what businesses can become with leaders like yourselves at the helm, intentionally walking the talk for all to model.

Having you as a client, partner and now friends has allowed me to grow in ways I never knew I still needed.

I’m forever grateful to you for that. Additionally, I’ve literally witnessed transformational growth and maturity with you as leaders, as a leadership team, and as a business. We’ve weathered the tears, the hurt, the pain, the joy and laughs together. Your culture of GIDDIHO was felt from the moment I walked into that very first meeting the fall of 2021.

Congratulations to you and all that you have become. Congratulations to you on what you are still becoming with succession and continuing to GIDDIHO your way to future successes.

I’m so honored to call you friends and so grateful for the connection with you and your business. I’m forever grateful! Congratulations on 30 years! I love you all.

- Shea Peffly, EOS Implementor

The Anderson Tech Way...

Our Core Values



Golden Character

We are honest in all things, filled with integrity and unselfishness. We lead by example and express discipline, lack of ego, trustworthiness, and compassion. We treat others as we wish to be treated. We do what we say even when no one is looking – our word is our bond.



Infinite Mindset

We believe in the limitless supply of ideas. Each of us possess the innate ability to be immeasurably great. We believe there is a solution for every challenge no matter how daunting it may first seem. With a sense of infinity and love for all, our lives serve as shining lights to defeat frustration and doubt.



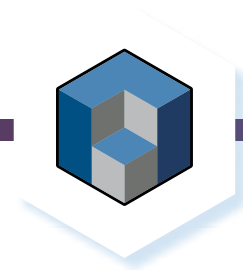
Dedicated and Loyal

We are willing to do whatever it takes to ensure a job is well done. We are loyal to our teammates and the company and enjoy this loyalty in return.



Detailed Excellence

We express ongoing attention to detail and recognize the value in developing and following systems. Every day, we produce excellent outcomes and consistently look for ways to improve accuracy and efficiency while maintaining high standards of quality.



Initiative

Independently discovering a task or challenge to be addressed, we step up to find a solution without being asked. We always look for creative answers for the team, for the company, and for our clients. We are hard workers who strive to create productivity and learn something new every day.



Humbly Intelligent

We possess bright intellects and humbly share our unique talents to all around. We strive to find creative solutions to challenges in a collaborative manner without ego.



Optimistic

We find the silver lining in every situation and foster a positive outlook on work and life. We are “glass half full” individuals and know we will find a solution for every challenge. We are hopeful, expectant, joyful – grateful for the opportunity to help others conquer challenges together. We treat team members and clients with friendliness and warmth.





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Into the Future

(2025 and beyond)



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Joining Anderson Technologies has been one of the most impactful experiences of my life. The way we work through challenges, solve problems, and navigate what it's like being a growing, small business has been eye opening, and I feel as though I've made leaps and bounds in my understanding of what it means to be a professional and overall businessperson. Witnessing business ownership 'up-close' and seeing the humility, sacrifice, care, and joy that our principals express day-in-and-day-out has been humbling to say the least, and I am truly blessed to be able to work closely with them in my role. I really feel that with the team we have, from ownership to technical leadership to account management to internal operations, we can overcome any challenge we're faced with. I'm so grateful for the time I've spent here and look forward to continued progress and growth—both as a company and as individuals!

- Corbitt Grow



Happy 30th, AT!

Anderson Technologies was founded on the genuine desire to help others by removing limitations. Growing up, I had the privilege of witnessing Mark and Amy navigate business challenges and find solutions for others—together. I saw the care and love they had for each and every employee, and how they embodied the core values we hold dear today. I witnessed the joy of rolling up your sleeves, working hard, and collaborating as a team to achieve a shared goal. From a young age, I always aspired to work in the family business.

I'll never forget being in Wyoming with Corbitt in October 2022, escaping the hustle and bustle of Dallas for our anniversary, and asking ourselves the spontaneous question: "What if we left our Fortune 500 jobs, moved back to St. Louis, and joined Anderson Technologies?" It took a leap of faith and many interviews, but just over a month later, we found ourselves back in St. Louis, starting our first day at Anderson Technologies. Little did we know that this single question would profoundly change the course of our lives.

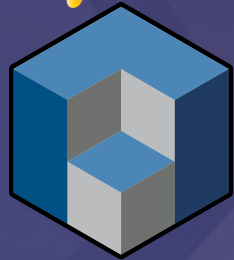
Anderson Technologies provides me with the opportunity to work alongside individuals who genuinely care, who are selfless, collaborative, and committed to finding the best solutions for our clients. We have the unique ability to be agile—implementing new ideas and processes efficiently while balancing our operational structure and established systems. We work hard, and we have fun doing it!

Anderson Technologies' core values—Golden Character, Infinite Mindset, Detailed Excellence, Dedicated and Loyal, Initiative, Humbly Intelligent, and Optimistic—are infused in our culture, touching every meeting, interaction, and decision made. What you see is what you get!

The business of family businesses is challenging and rewarding. I am honored and humbled to be a part of the second generation at Anderson Technologies and to have the opportunity to build a company for generations to come.

Here's to 30 years of integrity, service, and making a lasting impact!

- Hadley (Anderson) Grow



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