



- [Home](#)
- |
- [ASI Central Home](#)
- |
-
- [About](#)
- |
- [What is RSS?](#)
-

Enter your email for updates:

Go! RSS 2.0

TIM'S BLOG THOUGHTS AND OPINIONS on the Advertising Specialty Industry



✚ [Leave a Comment](#)

Tuesday
April 10, 2007

[GOT SPIRIT? | Super Embroidery redefines super...](#)

Filed under: [Members](#), [News About ASI](#)

The spirit found in running a family business is very evident in a story that Anna Johnson, owner and founder of Super Embroidery Inc., shared with us - as she was being presented with the *Stitches* Magazine Family Business award at the ASI Spirit Awards a few weeks ago.

Super Embroidery Inc. was started in 1990 by Anna, with just one employee and two embroidery machines.

Three years ago, her business was booming and running better than ever, and then in December, 2005, Anna had to leave the business due to an illness.



In the photo: Johnny Johnson, Anna's husband, with Anna, myself, and Lou Meagher, Anna's mother.

She started wondering what was going to happen next without her there to help her employees day-to-day, and Anna asked herself: "how should I handle my business from this moment on?"

She immediately started treatments to improve her health, and while she was away for six months benefiting from the medical attention, her managers and her mom ran the company. Her mom, Lou, was in her mid-70s at the time.

Anna was humbled by the loyalty and hard work that her employees demonstrated through that period.

• search blog

• categories

- [Community](#) (7)
- [Guest Blog](#) (8)
- [Industry](#)
- [Initiatives](#) (11)
- [Media](#)
- [Coverage](#) (10)
- [Members](#) (14)
- [News About ASI](#) (51)
- [Using Ad Specialties](#) (11)

• recent posts

- [Help Now: New Red Cross Website to Support Flood Victims](#)
- [ASI Computer Opens Iowa Office Space to Members](#)
- [ASI Launches Assistance for Flood Victims](#)

• tags

- ["green" products](#)
- [ASI Computer](#)
- [ASI Show](#)
- [Canada](#)
- [Counselor](#)
- [DataBuilder](#)
- [ESP Online](#)
- [Event Planner](#)
- [Flood](#)
- [Flood Assistance](#)
- [OfficeMax](#)
- [Power Summit](#)
- [Red Cross](#)
- [Stitches Roadshow](#)

• Favorite Links

- [ASI Careers](#)
- [ASI Central](#)
- [ASI Membership Benefits](#)
- [ASI Press Clips](#)
- [ESP Online Homepage](#)
- [Industry Sales \\$19.6 Billion](#)
- [Join ASI](#)
- [Promotional Product International Blog](#)
- [State of the](#)

- o [Supplier Ratings and the ASI Holiday and Incentives Expo](#) Many tasks they just had to figure out with no direction, and her mother, in particular, put in very long hours to make sure that work was invoiced and that things were running as smoothly as possible.
 - o [Advantages Roadshow Expands to 77 Locations](#) Interestingly, Lou had originally come to work at Super Embroidery Inc. thinking that she was being offered a job simply because she had retired.
 - o [More Advertising to End-Buyers? See our Folio ad](#) But, Anna actually offered her the job because she needed the help and because she valued the organizational skills her mother would bring.
 - o [NYC Results – More Business for You, Barbara Corcoran Tips, USA Today Mention](#) After demonstrating her unwavering dedication to Anna’s business, Anna decided shortly after returning to work that it was time to name her mom the CEO of Super Embroidery Inc.
- At only a few years later now, Anna’s business is thriving. There are 47 full-time employees and revenues of more than \$2.5 million.

April 2007

M T W T F S S

1
 2 3 4 5 6 7 8
 9 10 11 12 13 14 15
 16 17 18 19 20 21 22
 23 24 25 26 27 28 29
 30

• [« Mar](#) [May »](#)

Congratulations to Anna, her mother and the entire Super Embroidery team for being awarded this year’s *Stitches* Magazine Family Business Award.

To view photos and the complete list of winners from the ASI Spirit Awards, click: www.asicentral.com/asp/open/EducationAndEvents/SpiritAwards/photos.asp.

I’d like to hear your family business story – feel free to post it on the blog now or email me at tim.andrews@asicentral.com.

TA

0 Comments

Leave a Comment

name (required)
 email (will not be published, required)

- o [Industry Report](#)
- o [Up Close and Personal Tour](#)

• **archives**

- o [June 2008](#) (6)
- o [May 2008](#) (2)
- o [April 2008](#) (4)
- o [March 2008](#) (3)
- o [February 2008](#) (4)
- o [January 2008](#) (5)
- o [December 2007](#) (3)
- o [November 2007](#) (5)
- o [October 2007](#) (4)
- o [September 2007](#) (2)
- o [August 2007](#) (1)
- o [July 2007](#) (3)
- o [June 2007](#) (1)
- o [May 2007](#) (3)
- o [April 2007](#) (5)
- o [March 2007](#) (6)
- o [February 2007](#) (2)
- o [January 2007](#) (5)

COPYRIGHT © 1996-2008 The Advertising Specialties Institute. All rights reserved.