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### **Taking Over Where Daddy Left Off** How a Daughter Maintains a Family Business

“When Meggin Anderson worked for her father in high school at his commercial sound system company, Sound & Media Technologies, she never envisioned that she’d grow up to be a salesperson, let alone own her own company.

“How could anyone raise a family on something that was not a steady income?” she thought.

“Dad stuck me in a customer service role, and the paychecks started to roll in from commissions,” says Anderson. “Once I got the taste, within a year I wanted straight commission because I knew I’d be a success.”

“Sound & Media Technologies was the flagship sales office for the entire corporation. No one could touch our numbers. We were known throughout the industry and all across the country. When you said you were from the Boston local sales office, people bowed,” says Anderson.

What made their company different was customer service. They focused on developing relationships and maintaining contact with them throughout the sale, installation, and use of the products. When they wanted to upgrade or add new equipment, customers came back because they could count on the product and service.

“The customer was the forefront of the company,” says Anderson.

When her dad retired and sold Sound & Media Tech., it coincided with her first year as a full time sales person. It was exciting. The new owners had revolutionized the industry with their music products.

But the fun lasted only a few years.

“When the new owners took over, they were only interested in the bottom line. Customer Service took a back seat,” says Anderson. The relationships my dad worked so hard to create all of those years were soured. Customers began to cancel right and left.”

“In all of dad’s wisdom he saw where things were headed. When I talked to him about how bad it had gotten he suggested to me and my husband Mark to start up our own company,” says Anderson.

So they did, Baystate Audio & Media Services was born. They went back to the basics, focusing on product quality and customer service. Half of their first customers were ones loyal to her father. When people heard that Jerry Anderson’s daughter had her own company, they wanted to work with her. The happy customer base grew, and continues to grow today due to their emphasis on service.

“I never envisioned myself buying my dad’s company - we never discussed it,” says Anderson. “But when you grow up in the business, it’s almost natural.”

Meggin ran Baystate Audio & Media Services on her own for only a few years before her dad died. While he wasn’t actively involved in the business, he was still an advisor for Meggin. He was a guide, but also someone who understood and appreciated her sales accomplishments.

“I have definitely grown up a lot over the past couple of years, and gained an understanding of what it takes to run a business. I think of my dad often and now understand why all he did was work - late nights, weekends, and vacations. I now understand that if he wasn’t taking care of his company, then who would?”

Meggin had a great teacher, and is proud of what she has created from her father’s dedication. She loves to hear her mom say, ‘you are just like your father.’

“I know he is with us and helping us out,” says Anderson.

### ***Baystate Audio & Media Services***

[www.bsaudio.net](http://www.bsaudio.net)

Baystate Audio & Media Services provides professionally programmed music and sound solutions to businesses. We can also provide commercial DirecTV and are one of the top LG plasma and LCD dealers in the Northeast.

We can show you new ways to use music in your business. With our exciting new PC based product you can use music as a marketing tool and to help you increase your revenue and grow your business.

Although we are based out of Massachusetts, we provide our products and services to many companies across the country.