



ALUMNI SPOTLIGHT...

John Addison—Co-Chief Executive Officer, Primerica (Ret.) Newton County Comprehensive High School Class of 1975



John Addison may be a renowned business leader, world-class speaker and motivator, and author of a new book, but he hasn't forgotten where he came from. He'll quickly tell you he spent his entire childhood in Newton County in the family home on Brown Bridge Road. He attended E.L. Ficquett Elementary School and R.L. Cousins Junior High before graduating with honors from Newton County Comprehensive High School in 1975. Addison even attended his first two years of college in Newton County, earning an associate of arts degree from Emory at Oxford in 1977.

He credits the people and schools in Newton County for helping to lay the foundation for his future success. Ask him what professional accomplishment he's most proud of and he'll tell you, "growing from the bottom to co-CEO." When you consider the fact that the company he started at the

bottom and worked his way to the co-chief executive officer's chair was billion-dollar insurance and financial services provider, Primerica, that compliment to the people, schools, and Newton County community is quite powerful.

"I had a blessed childhood in the Salem Community of Newton County," said Addison. "I grew up in Salem Methodist Church and had great and loving parents. The church, schools, and community prepared me for the storms of life."

He noted several fond memories from his time at Newton County Comprehensive High School, including being a member of the Key Club and playing on the high school tennis team, where he took lessons from Miss Louise Fowler.

"I had a great childhood," he said. "Ficquett was a special place and Newton basketball under Coach (Ron) Bradley was great when I grew up. "I had very good teachers, especially Mr. Joe Croom, who prepared me academically."

After high school Addison earned an associate of arts degree from Emory of Oxford in 1977. From there he attended the University of Georgia, where he majored in and earned a bachelor of arts in economics in 1979. A few years later he earned his MBA from Georgia State University.

Addison's business insight and leadership abilities were quickly noticed shortly after joining Primerica in the early 1980s. As a result, he rose through the ranks in management and was ultimately named co-chief executive officer, a position he held from 1999 until his retirement in April 2015. During his tenure, Addison was critical to helping Primerica transition after the departure of its founder. Following the financial crisis of 2008, he spearheaded the process of separating from Citigroup, which culminated with a successful IPO in 2010 that was 22 times oversubscribed.

It was during this time period, while guiding the organization through monumental changes while also working to keep morale high, that Addison developed a passion and talent for motivating others that allowed him to inspire and empower over a million people during his career. He soon became a highly sought after motivational speaker, sharing his insights on leadership, personal development, and success to thousands of future leaders across the country.

His passion to motivate and teach others has recently taken him in a new direction and added a new title to his lengthy resume—author. Not only is he the newly appointed Leadership Editor of *Success* magazine, he's also written his first book, "*Real Leadership: 9 Simple Practices for Leading and Living with Purpose*." Published by McGraw Hill, the book was released March 8, 2016.

"I had thought about writing a book for years," said Addison. "I wanted to share with others leadership learned in the battles of business."

To celebrate the release of his new book, Addison has launched the Real Leadership Book Tour. He's currently traveling to cities across the United States to meet interested readers and of course sign his new book. That tour will bring him to Barnes & Noble at the Mall of Georgia in Buford on Friday, March 25 from 5:00 p.m. to 8:00 p.m. He also has an event scheduled at the Library of Emory at Oxford at 134 Few Circle, Oxford, Georgia, on Monday, April 4. He will speak at 7:00 p.m. and sign books at 8:00 p.m.

When he's not speaking to and inspiring thousands of future leaders, or writing for *Success*, Addison enjoys gardening and is a big fan of University of Georgia sports. He and his wife, Loveanne, reside in Clermont, Georgia and are the proud parents of sons Kyle and Tyler. Addison is a member of the Gainesville First United Methodist Church, a board member of the National Monument Foundation, and a past board member of Georgia Conservancy. He also serves on the corporate boards of Primerica and LegalShield.

And of course, John Addison is a proud alumnus of Newton County Comprehensive High School, Class of 1975!

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