

Entrepreneur and Billion-Dollar Industry Tycoon Sam Wyly
Publishes Intimate Memoir of His Personal and Professional Success

Beyond Bubba:

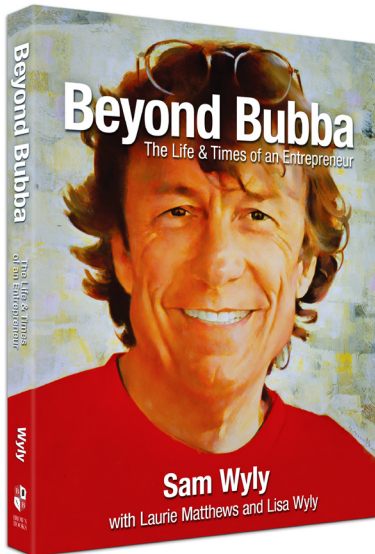
The Life & Times of an Entrepreneur

By Sam Wyly

with Laurie Matthews and Lisa Wyly

"I cannot think of a proper way to salute Sam Wyly. He has accomplished a great deal, and his success has always been accomplished with honor and integrity."

—George H. W. Bush



DALLAS, TX— From humble beginnings to landmark accomplishments, ***Beyond Bubba: The Life and Times of an Entrepreneur*** by Sam Wyly, Laurie Matthews and Lisa Wyly (Brown Books Publishing; On sale: December 7, 2021) narrates the storied career of the billion-dollar man: Sam Wyly. The added perspectives of his twin daughters Laurie Matthews and Lisa Wyly lend a behind-the-scenes look at the familial side of Sam Wyly (or as his friends called him, Bubba), and how his personal life impacted his phenomenal success in the business world.

Raised during the Great Depression, Sam Wyly staked his family's livelihood on his entrepreneurial instincts. With a distinctly relentless and positive spirit, Sam followed his contrarian methods to build 10 companies in 9 different industries with multimillion — and billion — dollar revenues. He was a self-made millionaire by age 30 and billionaire by age 65!

Beyond Bubba takes readers into Wyly's journey shaping various industries while encouraging critical questions about the nature of entrepreneurial success in America. Sam's business endeavors have ranged far and wide from oil and gold mining to arts and crafts, software, budget steakhouses, clean electricity, and even saving a local bookstore. These business endeavors, naturally, did not come without their own sets of challenges. The Wyllys delve into Sam's toe-to-toe stand-offs in the courtroom with massive business monopolies, defecting from IBM, detangling from politics, as well as his transition to promoting green initiatives, charitable efforts, and more! *Beyond Bubba* offers the invaluable takeaway of investing in what truly matters, as Sam Wyly did: putting money where the heart is.

"I believed I had told the story of my life as an entrepreneur, and told it well, and told it enough times. But as it turned out people still had questions. I don't like to give advice or try to spin lessons. I do love history however, and this was a retelling of my own history. I have learned a lot by looking back at those who came before me. If I can help others do the same, that's gratifying to me." — Sam Wyly

Brown Books Publishing Group

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Beyond Bubba: The Life and Times of an Entrepreneur

\$28.95 | Business & Economics / Entrepreneurship

ISBN: 9781612545387 | Sam Wyly | www.BrownBooks.com

Beyond Bubba:

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Praise for Sam Wyly

"I cannot think of a proper way to salute Sam Wyly. He has accomplished a great deal, and his success has always been accomplished with honor and integrity."—**George H. W. Bush**

"I have known Sam for 50+ years. He's an American treasure. Texas and American business lore is replete with stories of entrepreneurs who hit big home runs in some industry, and usually done with much swagger. Sam's homers, at least seven that I can count, range across high tech, oil and gas, green energy, restaurants, retail and venture capital. More admirably, always done with humility, empathy and random acts of kindness. His children are walking commercials for his being a great father on top of all of this."—**Alan Steelman, Former Member of U.S. Congress (R-TX) and Vice-Chairman Alexander Proudfoot Company**

"Sam led the Board of directors of Michaels Stores. He made my position as CEO exciting. He had the vision and trust to let me run the company. I love Michaels today after 14 years of retirement. Our success would never have been possible without his influence and support. He definitely understood the balance between the Board responsibilities and Running the Business. He was always very supportive of me and my team. He was fair, and always saw the bigger picture. Sam is certainly an amazing visionary, a successful entrepreneur and definitely lives the American dream."—**Michael Rouleau, Former CEO and President of Michaels Stores**

"I put Sam on the short list of early pioneers who brought the Texas business swagger to the national stage. Today, businesses across the globe are looking to plant a flag in the Lone Star State."—**Ed Curtis Jr., CEO and Founder of YTexas, and Author of *Why Texas: How Business Discovered the Lonestar State***

"Anytime Sam writes a book, you should read it. You'll enjoy it, and you'll learn from it. This brief history of Sam's remarkable life illustrates his genius as a creator of pioneering companies and the positive effects he's had on so many lives along the way. An enjoyable way to get to know an extraordinary man."—**Sterling Williams, Former CEO of Sterling Software & Sterling Commerce Chairman of the Board**

"Sam Wyly's adventures in business span from computers to energy to even my love, restaurants. Every step of the way he is filled with a joyful engagement. Sam's journey reminds us that the American Dream is alive and well."—**Kimbal Musk, Founder and Owner of The Kitchen Restaurant Group**

"Sam Wyly is an entrepreneurial genius who inspires both new business ideas and spiritual renewal."—**The Rev. Canon Sally G. Bingham, Founder of The Regeneration Project**

"Sam Wyly has been an extraordinary visionary for the long term."—**John Mackey, Founder of Whole Foods**

"Sam Wyly is a wonderful American character: a natural entrepreneur and builder with an outsized personality and humor to match his success."—**Walter Isaacson, Former CEO of the Aspen Institute and Author of *Einstein: His Life and Universe***

"Spanning four decades and remarkably diverse industries, the career of Sam Wyly—a true original—shows what good ideas, strong will, and access to capital can accomplish."—**Michael Milken, Chairman of The Milken Institute**

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About the Authors



Sam Wyly was raised in small-town Louisiana. He got his MBA from the University of Michigan and began his career as a salesman for IBM. At 28, he created University Computing Company, the first of six enterprises Wyly grew to over \$1 billion valuations. Over 50 years, Sam became one of America's top multiple entrepreneurs. Previous books by Sam include *1000 Dollars & an Idea*, *Texas Got It Right!*, *Dallas Got it Right!*, and *The Immigrant Spirit: How Newcomers Enrich America*. Sam resides in Dallas and has six children, twelve grandchildren, and ten great-grandchildren. You can find him online on Twitter @WylySam, Facebook @SamWyly, and Instagram @SamWyly.



Lisa Wyly is devoted to her family, church, and volunteering. Currently, she works as a certified American Sign Language (ASL) Interpreter and volunteer. This is a cause very close to her heart as Lisa herself lost her hearing for 12 years. During this challenging time, her faith, tenacity, and the unwavering support of her family helped her through. This experience granted her profound perspective and further deepened her gratitude for the people she loves. Spending quality time with her beloved twin sister and father while working together to create this book, was a gratifying and rewarding experience for Lisa.



Laurie Matthews, like her sister Lisa, is passionate about family, church, and giving back to the community. Born and raised in Dallas, Laurie attended Principia College in Illinois, alongside her twin. Upon graduation she journeyed to Taiwan to teach English. From there, Laurie moved to California to work at one of her father's software companies. Ultimately, she returned to Dallas where she and her husband David raised their three children. This is the second book Laurie has collaborated with her father on, but the first one she has worked on with Lisa, a project she found both fulfilling and fun.

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Q&A with the Authors

What inspired you to write *Beyond Bubba*?

Sam: I needed a job! I believed I had told the story of my life as an entrepreneur, and told it well, and told it enough times. But as it turned out people still had questions. I don't like to give advice or try to spin lessons, I do love history however, and this was a retelling of my own history. I have learned a lot by looking back at those who came before me and if I can help others do the same, that's gratifying to me. I don't have a recipe for getting rich or building a business, I can only tell you what I did, what worked – and what did not work. Sheltering in place gave me time to really look back, remember, ponder, and share these experiences with my daughters Lisa and Laurie, the book's coauthors.

Laurie and Lisa: One of the rewarding aspects about writing this book with Dad was observing his commitment to healthy living. Not only is he diligent about walking, moving, and stretching; mental exercise and mental activity are also very important to him. He wanted a cognitive activity and, as he said, we did find ourselves with ample time to delve into his story and re-evaluate it from another perspective, how various aspects of what he created were impacted by the passage of time.

How did the writing process with this book differ from previous books you've penned?

Sam: The "shelter in place" era made one on one communication tougher. However, doing this project in conjunction with my daughters made for an interesting experience, I was surprised by some of the memories they had and stories they wanted me to include. I have written books with my kids before, but those were not books about myself. Writing something semiautobiographical alongside your own kids means you get to see your own experience from their perspective, too.

Laurie and Lisa: Another way the writing process is different is that he was story telling with us. We would focus on a certain company and dad would recall different experiences he would share with us. Once we were able to meet in person, we brought in an editor, Abra Garrett. Lisa and I would recall stories we'd heard from Dad and ask him to retell them to Abra, various anecdotes that we wanted included in the book to help the reader "know" dad. There were lots of warm feelings and giggles and we remembered different lessons and experiences we'd heard from Dad. Additionally, we noticed that Dad would relate current events to experiences from his past. This is what evolved into the Then & Now concept that is in the book. For example, Starlink – put simply, will connect the whole world to the internet, a concept just like Datran's purpose in the 1970s.

Beyond Bubba:

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***Beyond Bubba* shares the importance of investing in what truly matters. What is a personal perspective or value that was re-empathized by writing *Beyond Bubba*?**

Sam: The importance of family which I learned from my forebears. I hope my grandchildren and great-grandchildren will read this book!

Laurie and Lisa: Family truly matters to Dad. Over the past 20+ years Dad has organized family trips, both nationally and internationally, for all of us to gather and spend time together. We had trips down the Mississippi River on a steamboat and have travelled to Normandy in France, to name but a few. Dad would carefully plan and orchestrate various activities for the purpose of family bonding on these trips, it was always a wonderful opportunity to connect. Also, when you grow up having been taught to prioritize family, it is something you pass onto your own children.

What entrepreneurial lesson do you wish you'd learned earlier in your impressive career?

Sam: As in the White House press conferences, when asked a negative question — respond “next question” — more quickly. Being an entrepreneur, sometimes it's better to not be sucked into a fight. Over and over guys who have run the White House have learned that lesson. You can expand that to a general philosophy of focusing on the positive, not dwelling on the negative, and not engaging with people who want to gripe!

Laurie and Lisa: When we were younger, Dad would practice what he wanted to say to us before speaking in public. If we were in the car, he'd only drive about 10 mph because his thoughts were so focused. We'd say, “Uh, Dad? Is your mind on something?” These days he enjoys speaking one-on-one with family and friends. We think he would agree that formulating your thoughts and practicing what you want to say in a concise and meaningful way is an important lesson he learned early in life.

Reading and continued education are near and dear to your heart. What formative experiences encouraged your love of books and knowledge?

Sam: A trip to Valley Forge, Pennsylvania with 48,000 Boy Scouts from all over the world where we heard speeches by General Eisenhower and President Truman. Then, my parents took us to Manhattan to see a Broadway play and climb the Statue of Liberty.

Laurie and Lisa: Dad's love of reading was facilitated by his own parents. His father owned a newspaper and current events were always an important topic of conversation in their home. Dad's passion for reading and learning was instilled early, he is famous for having piles of books all around and always having his nose in a book. When he moved to the Edgemere, he donated hundreds of books from his personal library. His friends, Janet, and George Clayton — who are the resident librarians, sifted through and catalogued all the books. Mr. Clayton commented that he could tell that every book had been read because of the dog-eared pages and pencil marks. He in turn, passed that love of learning and books and knowledge unto us, just as his parents had with him.

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Although you were born in Louisiana, you are a Texan by choice. There are countless reasons to love the Lone Star State, but which intrinsic qualities about Texas make you proud to be a Texan by choice?

Sam: Entrepreneurship requires a tolerance for risk, and whether it is the wildcatting tradition of the old Texas oilmen or the independent streak that is part of the state's DNA, there is something about it that encouraged me to take the risks (educated ones, but risks nonetheless) to build the businesses I have – frequently against long odds and naysayers. A lot of Texans don't like the word "No." Stubbornness, independence, and a belief in yourself are a powerful combination, and there is something about the vastness of the state that encourages these traits.

Laurie and Lisa: Dad is a great adopted son of Texas, not only is he a maverick, but his business endeavors and persona are larger than life. Texas has wide open sky and prairies, Dad has an open mind, broad vision, and a kind heart.

What is the main takeaway you hope readers will gain from *Beyond Bubba*?

Sam: Let me start by sharing a story about my mother, Flora. Mama owned the Flora Evans School of Dance. A local preacher said it was sinful to teach little boys and girls to shimmy and shake. Mama's response was, "He should mind his own business." I am offering these experiences for people to take from and do with what they will. What they chose to concentrate on or take away from my story is up to them and none of my business. I will say, focusing on the good people I have known and worked with, the successes we have had, and the importance of bouncing back when things go off track - has worked for me. A tip I would share is, "Trust yourself and trust others."

Laurie and Lisa: We hope readers will recognize one of Dad's special qualities is foresight. In the moment, he can envision something that may not happen for years down the road. If folks can recognize that in Dad, maybe they can recognize that quality in themselves. Dad is not one to let bad circumstances hold him down. He has a wonderfully positive outlook on life. That is part of the wisdom of choosing to trust oneself and others, as he said. There are probably some really good ideas out there that didn't get put into action because people didn't have the faith in themselves to act on their gut. We hope dad's story can inspire people to forge ahead and go pursue their dreams.

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Metadata and Synopsis Page

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SUMMARY:

Sam's humble beginnings may have made him seem an unlikely candidate to become one of the preeminent entrepreneurs of the last century, but his accomplishments speak for themselves. Known throughout his childhood as "Bubba," Sam Wyly's storied life is one of evolution, connection, and unrelenting optimism. Told with candor and humor, Sam's personal recollections and business endeavors track a lifetime of growth and betterment as he consistently utilizes what may at first seem like limitations, to his advantage.