



## Dean Anderson

April 3, 1931 - December 17, 2023

Edwin Dean Anderson, 92, passed away December 17, 2023.

A native of Lapeer, Michigan, son of the late Lloyd Luther and Madelyn Kingbury Anderson, he was a United States Air Force Veteran, retired CEO of Leslie Advertising, and a member of Mitchell Road Presbyterian Church.

Dean is a graduate of Clarkston High School of Clarkston, Michigan, where he earned 13 sports letters from football, baseball, basketball, track, and golf. He was also a 1954 graduate of the University of Kentucky and served as a pilot in the US Air Force from 1955-1958. He moved to Greenville in 1958 as assistant manager of the Greenville Memorial Auditorium, later the sales manager for WFBC AM-FM, and then joined his friend Bill Leslie at Leslie Advertising in 1968. He became President of Leslie in 1977, and later purchased the agency from Bill. Dean sold the agency in 2004 and retired 4 years later.

Dean was actively involved in the local Republican Party since 1960, having served as Greenville City Party Chairman and County Vice-Chairman. He was appointed to the Greenville County Board of Commissioners in the late 60's. During his career he served as the President of Affiliated Advertising Associates International, a worldwide group of 100 independently owned advertising agencies. He has served as Chairman of Meals on Wheels, Chairman of Goodwill Industries of Greenville, President of North Greenville Rotary Club, a member of the Associate Board of North Greenville College, Co-founder of Upstate Alive, Board member of Christian Learning Centers of

Greenville, a member of Christian Businessmen's Committee, and Executive Ministries. He and friend, Larry Greer, co-founded the BI-LO Charity Classic Golf tournament that raised over \$66 million dollars for charity. In 1984, Golf Digest named this tournament the largest one-day charity golf tournament in the US. For his volunteer work, Dean was awarded a 1996 Jefferson Award by WYFF-TV. He was awarded the Order of the Palmetto, a state-wide award for volunteerism, by Governor David M. Beasley, and the George H.W. Bush Points of Light award. Dean also served as a Deacon and Elder of Mitchell Road Presbyterian Church.

Dean had a passion for serving others, a deep love for his family, and the joy of sharing the love and salvation of his Lord and Savior, Jesus Christ. His family and loved ones are assured he has entered his rest and the joy of his salvation.

Surviving are his children, Jean Thomas, Lauren Hunt, Andy Anderson, Billy Anderson, Bobby Griffith (Bonnie), Steve Griffith, Warren Griffith (Jesslyn), and Leslie Collins (David) all of Greenville; a sister, Karen K. Bishop of Houston, Texas; fifteen grandchildren and five great-grandchildren.

He was predeceased by his first wife, Ann Anderson; second wife, Shirley Anderson, a brother, Jerry Anderson; and grandson, Brooks Griffith.

Funeral services will be held 2:00 p.m. Friday, December 22, 2023, at Mitchell Road Presbyterian Church conducted by Rev. Andy Lewis and Rev. Curtis DuBose. Burial will follow in Woodlawn Memorial Park.

Visitation will be held 12:30-1:45 p.m. Friday, December 22, 2023, at Mitchell Road Presbyterian Church.

Memorials may be made to The Logos Theatre, 80 School St., Taylors, SC 29687 or Christian Learning Centers of Greenville County, P.O. Box 26824, Greenville, SC 29615.

Online condolences may be made at [www.thewoodmortuary.com](http://www.thewoodmortuary.com).

# Cemetery Details

## Woodlawn Memorial Park

1 Pine Knoll Drive  
Greenville, SC 29609

# Previous Events

## Visitation

DEC **22**. 12:30 PM - 1:45 PM (ET)

Mitchell Road Presbyterian Church  
207 Mitchell Road  
Greenville, SC 29615

## Service

DEC **22**. 2:00 PM (ET)

Mitchell Road Presbyterian Church  
207 Mitchell Road  
Greenville, SC 29615

# Tribute Wall

JR

“ *Billy, Andy, Lauren and Jean,*

*So sorry to read of your Dad's passing. But it's good knowing that he had a long and very productive, accomplished life.*

*He was incredibly kind and supportive of me throughout the years that I worked with him. He was always very upbeat with a positive attitude, always offering a genuine smile and a warm handshake.*

*Billy, I miss our occasional encounters at Henry's BBQ or wherever.*

*Always enjoyed working with you and think of you when I hear a Lyle Lovett tune.*

*Hope you guys are all doing well.*

*Jim Reel*

---

**Jim Reel** - January 12, 2024 at 03:32 PM

HJ

“ Dear Jean, Lauren, Andy and Billy,  
Just learned of your father's passing. Would have been there for his funeral if I had known.

Have very fond memories of when our families were neighbors so long ago when we were all very young. Laughter comes when remembering the time when Dean had to take me to the ER at the old Greenville General Hospital because I had swallowed a marble while being at your house while my parents were away. Remember that Dean chuckled when the doctor literally turned me upside down to try and shake out the marble!

A funny story always shared with family at Christmas (and yes I just did again) was every time a classic Andy Williams Christmas song plays. Dean had told my parents a long time ago about when Andy Williams was in town for a promotion (it was either for Greenville Memorial Auditorium or WFBC). It seems he took Andy to the Greenville Country Club for lunch and found out that Williams ate very little because he was afraid of gaining weight, so all he would eat was a tiny bit of Jello!

I always knew that Dean had an unusual gift for the advertising business. Found out firsthand while still at Bi-Lo when Leslie Advertising took on that account, Dean was an advertising genius. Through all his accomplishments I will always remember Dean as an unusual kind, loving, generous and genuine man. His total life, business, relationships, and community involvement were all firmly anchored in Christ and His Kingdom. Jesus was his life!

Take eternal comfort in knowing that your father is now with his Heavenly Father rejoicing for all eternity. Praise be to God for His Amazing Love.

Henry Veach, Jr.

---

Henry H. Veach, Jr. - January 05, 2024 at 08:28 AM

MB

“ You will be remembered well and missed by all who knew you. Mark & Mary Ellen Beliveau

---

**Mary Ellen Beliveau** - December 22, 2023 at 10:57 AM

SP

“ Dean was a kind and gentle man who cared deeply about his work and for the people he came in contact with, myself included. I'll always appreciate his quick smile, his positive outlook, and the patience he took in teaching a young advertising man "the ropes" as I embarked on my career journey early on at Leslie. Thank you Dean... there are no goodbyes for us. Whoever you are, you will always be in my heart.

---

**Sam Patrick** - December 20, 2023 at 02:08 PM

DC

I worked with and for Dean over 36 years. I was deeply saddened to learn that Dean had passed away. We won several golf tournaments and enjoyed the different sites both with clients and would be clients. He was an outstanding leader, man of strong faith, teacher, friend and counselor. South Carolina has lost an outstanding visionary and Heaven has gained a good man.

---

**Dave Chesson** - December 20, 2023 at 06:06 PM

WA

“ "Well done good and faithful servant of God"! Celebrating Christmas this year with "the Messiah". We will truly miss you. Prayers, Love and Condolences to the family.  
Waddy III ("Andy") and June Anderson.

---

**Waddy III "Andy"and June Andersonn** - December 19, 2023 at 08:10 PM