

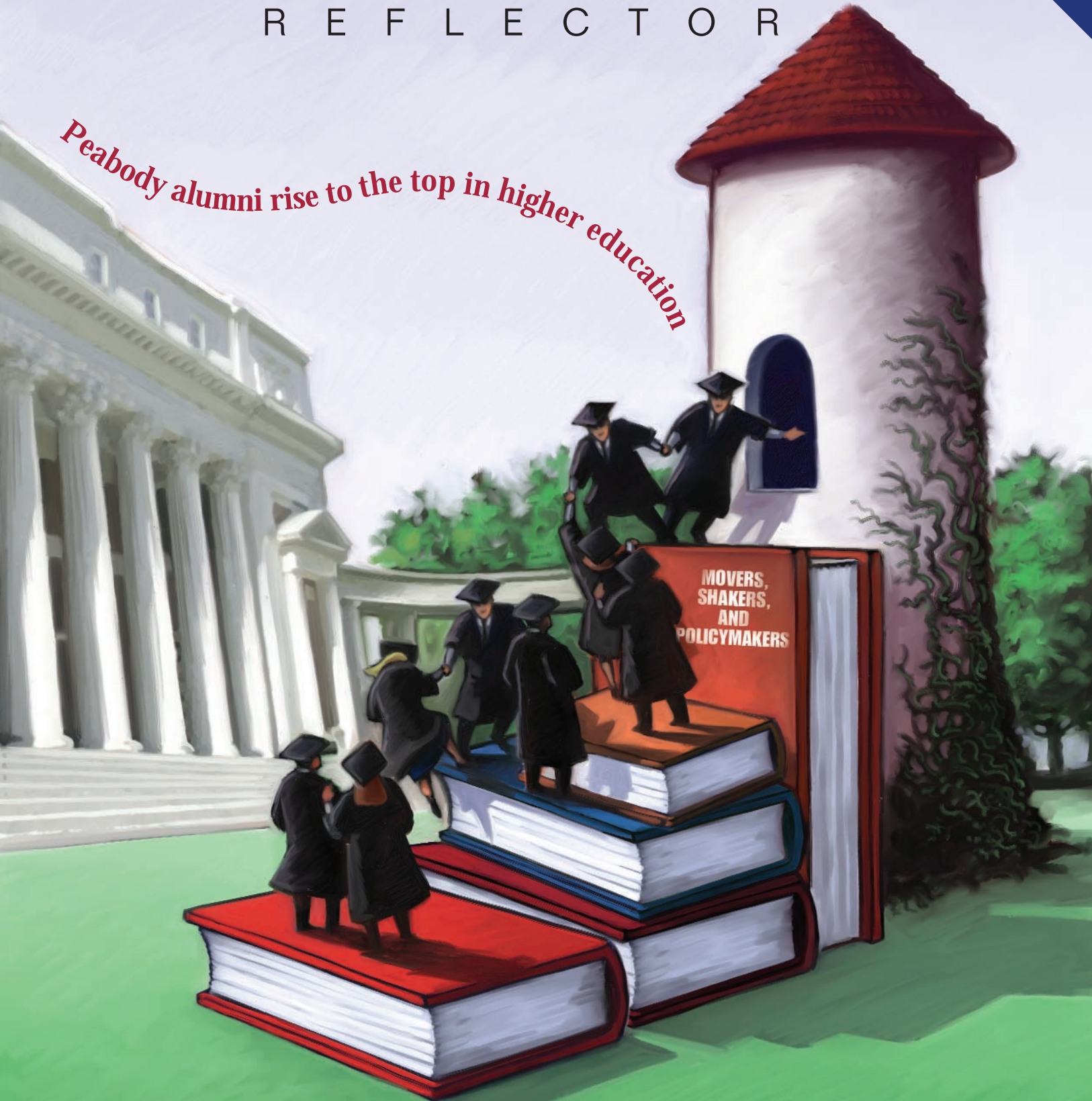
PEABODY
BREAKS INTO
THE TOP 5
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U.S. News
WORLD REPORT

PEABODY

R E F L E C T O R

Peabody alumni rise to the top in higher education





Charles Z. Moore (BS'59, MA'60) *The Bible and Big Business*

Charles Ziady Moore is proud to be an American. Moore, who came to the United States from Lebanon in 1955, recently retired as executive vice president of Thomas Nelson Inc. in Nashville.

“From the bottom of my heart, I’m really grateful to be in America,” says Moore, the third of five brothers and two sisters who eventually immigrated to the United States. “America has the best schools in the world, and that is because of its people. We have better industries, a better standard of living, and better health and wealth. The one difference is the people. I could go on talking about the greatness of America and our way of life for hours.”

Moore is also proud to be a Peabody graduate. Called Chuck by his friends, Moore is a member of the Peabody ROUNDTABLE and recently was appointed to the Peabody Alumni Association Board of Directors.

“I really felt that since I have been a recipient of all the great things Peabody and Vanderbilt have to offer, I owed a debt of service to serve on the board,” he says. “I’m glad to see there is a great revival taking place at Peabody. I know there is a great future lying ahead. The union of Peabody with Vanderbilt has been a healthy one.”

Moore had the equivalent of an eighth-grade education when his father deemed it was time for him to go into business at age 14. With financial backing from his father, he and older brothers Sam and Mike founded and operated two grocery stores in Beirut. They sold family-made specialties—olives, olive oil, olive-oil soaps and, later, produce. When first Sam and then Mike left for the United States, Chuck managed the stores himself.

“At age 18, I was already a successful young businessman in Lebanon,” Moore recalls. “Although I was able to make a lot of money, I wanted to go to college. If I were to stay in Lebanon for college, I would have had to go back and make up

all those high school years first.”

He came to Nashville and was accepted, on probation, at Free Will Baptist Bible College. At the time, soldiers back from the Korean War were coming to college under more relaxed entrance requirements.

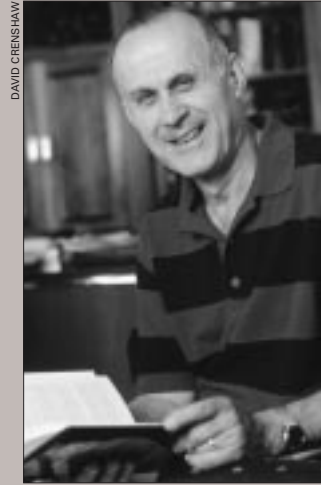
“The college said, ‘If you can enroll and pass your GED test the first semester, you can do college work,’” Moore recalls. “I passed my GED test the first semester and began taking some courses at Peabody the second semester. Peabody accepted all my credits from the Bible college, and I graduated on time in four years.”

Like his brother before him, Moore sold Bibles and books door-to-door during summers to support himself and pay tuition costs. As a Peabody junior chemistry major, Moore encouraged older brother Sam to start his own book publishing company. After some deliberation, the two brothers co-founded the National Book Company in 1958.

While Sam was on the road hiring sales people, Chuck managed the office. He worked 35 to 40 hours a week during the school year while still managing to attend classes and study. During the summers, he organized his own door-to-door sales crew. The company was renamed Royal Publishers in 1963.

After earning his undergraduate and master’s degrees in chemistry, Moore taught at North Park College in Chicago for two years. He received a National Science Foundation scholarship and began work on a Ph.D. at Ohio State University. He completed his Ph.D. studies at the University of Rhode Island in 1967, helped by a Bristol-Myers scholarship.

He then returned to Nashville, with wife Elaine, and began teaching chemistry at nearby Middle Tennessee State Uni-



Charles Moore, an immigrant from Lebanon, began his career selling Bibles door-to-door to pay for his Peabody education. When he retired this year, he was executive vice president of the world’s largest Bible publisher.

versity. He also continued working at Royal Publishers. The load between family, work at the book company, and his teaching duties eventually became so heavy that he was forced to make a choice. He elected to work side by side with Sam, the CEO, to build the company.

At the time, Royal Publishers had annual sales of about \$1.5 million. In 1969, Royal bought Thomas Nelson Inc. (founded in 1798) and merged the two companies under the Thomas Nelson name.

The company continued to grow and expand, buying other companies along the way. When Chuck Moore retired this past January, annual sales approached \$350 million. Thomas Nelson is now the largest publicly held Christian communications company in the world, as well as the world’s largest Bible publisher.

Moore isn’t content to sit in a rocking chair during retirement. He is assessing some business opportunities, has done consulting work with publishing companies, and serves on the board of the Better Business Bureau. A Christian, he is active in his church and also serves on the boards of a camping ministry and other organizations. He returns to Lebanon once or twice a year, serving on the boards of a school and seminary in Beirut and helping with funding.

“I want to help spread some of the great education we’ve received,” he says, “not only in America but overseas.”

—Lew Harris