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# Woman's Day

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Smart moves put  
Adrienne Simpson  
in the driver's seat.



Six years ago, after being downsized out of two director of operations jobs that she loved, and unable to find a new position, Adrienne Simpson, a single mom from Atlanta, fell into a depression. "I just shut down," she admits. But she knew she had to pull herself out of it when she noticed her 12-year-old daughter falling with her. On their own for a decade, mother and daughter had always cited "girl power" as their source of strength. "One day she said to me, 'Mom, what about girl power?'" recalls Adrienne, now 53. In that moment, she knew she couldn't let her daughter see her defeated.

"I didn't want to go back to corporate America," says Adrienne. "I wanted to have control over my own destiny. So I began thinking about what kind of business I could start." Meanwhile, Adrienne's mother, who had also been living in Atlanta, decided to move back to Michigan to be near family. As Adrienne began looking for a moving company that specialized in helping seniors relocate, she realized that no such company existed. Bingo! The idea for her business, Smooth Mooove ([wemoveseniors.com](http://wemoveseniors.com)), was born.

Adrienne spent a lot of time researching her business idea and used personal credit cards to finance the startup. Even

(Please turn to 36)

### live well

#### ACT 2: MY NEW LIFE

CONTINUED though it was a struggle getting the company up and running, she always believed it was the right thing to do. "I loved working with seniors best during my corporate career," she says. She also loved problem-solving and helping others, but as she moved up the corporate ladder, those talents were being used less and less. "I missed the interaction," she says. Now she's back to doing the parts of her previous jobs that she always loved best. Her business is thriving and there's even talk of franchising.

"I went from sitting behind a desk for 30 years to being a trucker," laughs Adrienne, who not only runs the company, but gets behind the wheel of the moving trucks too. "This is the most gratifying work I've ever done," she says. "Each night when I go to bed I know that I've helped someone."