



# Heritage Marketing

*Using History to Differentiate Your Firm*

Marie A. Casey, President  
Casey Communications, Inc.  
St. Louis, Mo.

SMPS Missouri Valley Regional Conference  
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## When We Consider Impact

*We are touched by the seven generations that precede us and touch the seven generations who follow.*

~Iroquois Proverb



## Corporate Connection

History can help us connect to our shared mission and purpose.

It can also be platform for sharing that mission with others - inside & outside the firm.



# SSE, Inc. 25th Anniversary-2008

## Water cooler

FIVE MINUTES WITH • REPPS HUDSON

### Chairman of SSE Inc. does things her way

I says something about Susan Spoeher Elliott that her title for the computer programming and technology support company she founded and still oversees is "chairman," not "chair" or "chairwoman." Although Elliott clearly was a trailblazer who established her career and company in a male-dominated time and field more than 40 years ago, she has had no inclination to declare that to the world. She has preferred instead to let her deeds speak for themselves.

Elliott has a long record of service on public and private boards, including a stint as chairman of the Federal Reserve Bank of St. Louis, after four years as a director. She has been on the Region 6 U.S. Civil Service Commission and the Missouri State Lottery Commission. We spoke in a large conference room at Westport Plaza, the space from which Elliott ran her company for years. She has turned over day-to-day operations to her daughter, Elizabeth Nieldingshaas, 13-hour works of a smaller office down the hall.



Susan Spoeher Elliott, chairman and chief executive for SSE Inc. in the newly redesigned computer server room at their office in Maryland Heights. Beck Deffenbach/Post-Dispatch

**How did you get started on your career 30 years ago?**  
I went to the college counselor my senior year and looked for something where I didn't have to go to typing school. After a four-year degree at Smith to have to go to typing school?

**But you came back to St. Louis.**  
They told us at Smith that IBM was actively recruiting women. They gave us one week on computers. They said that all anybody will need because there aren't going to be that many.

**So they misled it completely?**  
HIM, 1968. In 1966, I was 48 months' pregnant with my first daughter. IBM wanted to send me home at six months because I was so fragile. I couldn't stop there the last three months.

**What was this paid leave?**  
It would have been paid, but I incorporated myself. First National Bank downtown was really anxious to have my technical skills, but they didn't want to hire a pregnant woman. They felt protected that they could hire a corporation. I resigned IBM and started SSE.

**What do those initials stand for?**  
You wouldn't put a woman's name in a business in those days. My first job at IBM was a systems service representative. System service. Those are my first two initials, Susan Spoeher. What do we do for an IT? I thought of "Enterprises." I could be anything when the company grew up and decided what I wanted to do.

**How did you get started?**  
By word of mouth.

**Was it tough working in a male world?**  
You have to be a listener at the beginning, no matter who you are, male or female. You are

have extraordinary expectations. I always thought you've got to do the very best that you possibly can in whatever you're doing. When I was given an opportunity because I was a woman—that happened over and over again, getting on boards, all of those—I just figured you did the very best that you could. There was no question there was a ripple effect. If you got on the first board and did well, somebody would tell someone else or she'd know it's connections. I just took advantage of that.

**When you go onto a board, do you feel like you can be assertive, or do you have to be quiet?**  
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## Getting Started

<p><b>1958</b> Susan Spoeher graduates from Smith College. IBM actively recruits women to join its Systems Service Representative, performing systems analysis and design, programming and account bookkeeping. Title soon changes to Systems Engineer.</p> <p><b>1959</b> Susan's first appearance on a computer is at Washington University in St. Louis, a non-academic computer. Susan is allowed to "steal" at 6 a.m. for 30 minutes.</p> <p><b>1960</b> Susan becomes Missouri's second woman responsible for order entry management installation at IBM 605.</p> <p>Subsequently, she gives information received 100,000 letters using IBM 605, to access data belonging to Missouri's Chemical Economics Library.</p> <p><b>1961</b> If you're not in St. Louis, Missouri is also under the technical services of 22 IBM regional offices in an IBM 605, using systems coding methods developed by Susan to fit long chemical names into the 80-character IBM 605's alphanumeric capability.</p> <p>In September, Susan marries Howard Elliott, becoming Susan Elliott.</p> <p><b>1964</b> Susan is promoted to IBM Military Systems Engineer.</p> <p><b>1964</b> IBM announces System 360 and new programming language COBOL.</p> <p><b>1966</b> Susan incorporates Business Service Enterprises, Inc., on May 8, 1966, and gains first contract with First National Bank.</p> <p>"SSE" grows open original title of Systems Service Plus with 10 employees in 1966 to handle the bank's System 360 installation.</p> <p>Her daughter, Kathryn, is born in June.</p> <p><b>1967</b> Susan designs first computerized student and teacher information system for the Missouri Department of Education on the IBM 704.</p> <p><b>1969</b> Second daughter, Elizabeth, is born in February.</p> <p><b>1969</b> Susan leaves IBM corporate service for next 10 years, ending "business temporarily suspended."</p> <p><b>1979</b> IBM issues first Personal Computer (PC) and soon gains 75 percent of the market. Competing quality machine soon called "cheap" Original release of MS-DOS purchased by giant company called Microsoft.</p> <p><b>1983</b> Susan resigns from Corporate (successor to First National Bank), to go to the general list of PC vendors.</p> <p>IBM's first 486 square foot office in St. Louis is constructed, called "computer city" and later an acronym of the words, light from a bank building, and a long series of personal for a desk.</p> <p>SSE becomes part of IBM's Marketing Assistance Program (MAP) when "Big Blue" opens a PC model office, creating a national network and building SSE's reputation.</p> <p>Internet addressing system, DNS, is invented.</p> <p><b>SSE</b> loses first employee part time.</p> <p><b>1984</b> SSE issues new company guide to Computer Center of First Ladies School District in other offices on IBM PCs. SSE installation design curriculum for school servers program and "What is the PC" as well as IBM Diagnostic, Multistate and Lotus 1.0.3.</p> <p><b>1985</b> Microsoft Electric becomes first major St. Louis company to take charge of SSE. SSE develops curriculum and train on "Market" a word processing, spreadsheet and database software.</p> <p>Companies begin installing PCs at employee desks and SSE includes new employees in Missouri, announced by "New Hire" technical support team.</p> <p><b>1986</b> SSE issues its first "big" office with 1,200 square feet at IBM Corporation Office Parkway.</p> <p>Newspaper 86 is released for next 8686.</p> <p>Susan creates an Advisory Board that provides valuable business advice and encourages for SSE financial analysis and marketing.</p> <p>SSE hires first technical employees to bring technical expertise in-house. Other technical delivery is done by independent Contractors.</p> <p>Eighteen children receive the first major computer training "workshops for 100" adding clients such as Anderson Bank, Southwestern Bell, BellSouth and General Bank &amp; Co.</p> <p><b>1987</b> SSE engineers first office moves from its former 1,200 square foot space at 815 Lindbergh Office Parkway. SSE begins training in its own classrooms that each 10 people.</p> <p>SSE implements first small systems. Migration with Hewlett-Packard on a new system installation. Highlight for learning how to network PCs.</p>	 <p>Susan "Elliot" on an IBM 605 beginning in 1958 and used the IBM 605 for 10 years, to perform an information retrieval system for Missouri in 1960.</p>  <p>Susan "Elliot" on an IBM 605 beginning in 1958 and used the IBM 605 for 10 years, to perform an information retrieval system for Missouri in 1960.</p>  <p>Susan "Elliot" on an IBM 605 beginning in 1958 and used the IBM 605 for 10 years, to perform an information retrieval system for Missouri in 1960.</p>  <p>Susan "Elliot" on an IBM 605 beginning in 1958 and used the IBM 605 for 10 years, to perform an information retrieval system for Missouri in 1960.</p>  <p>Susan "Elliot" on an IBM 605 beginning in 1958 and used the IBM 605 for 10 years, to perform an information retrieval system for Missouri in 1960.</p>  <p>Susan "Elliot" on an IBM 605 beginning in 1958 and used the IBM 605 for 10 years, to perform an information retrieval system for Missouri in 1960.</p>  <p>Susan "Elliot" on an IBM 605 beginning in 1958 and used the IBM 605 for 10 years, to perform an information retrieval system for Missouri in 1960.</p>  <p>Susan "Elliot" on an IBM 605 beginning in 1958 and used the IBM 605 for 10 years, to perform an information retrieval system for Missouri in 1960.</p>
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# Murphy Company Centennial Celebration-2007



## Murphy Company Mechanical Contractors & Engineers

*Celebrating 100 Years of Service*

With his parents and sisters, 14-year-old John C. Murphy came to St. Louis in 1882 intent on creating a better life. The Irish lad came to learn the plumbing trade and in 1907, confident in his mastery, formed John C. Murphy Plumbing Co. Little could he have imagined then that he was launching a firm destined to become the largest mechanical contractor in St. Louis and the 10th largest in the U.S. Nor could he have envisioned that in the decades to follow, his enterprise would make a better life possible for thousands of St. Louisans.



FOUNDER JOHN C. MURPHY WAS BORN IN COUNTY CORK, IRELAND.



A MURPHY COMPANY SERVICE TRUCK POST WORLD WAR II.

From its origins as a two-man plumbing shop, today's Murphy Company Mechanical Contractors and Engineers employs more than 200 salaried workers and up to 800 union craft workers in the pipefitter, boilermaker, plumber, sheet metal and labor trades from its headquarters in Olivette. In addition to diversifying its service array, Murphy Co. expanded outside of St. Louis, opening a Denver office in 1983.



PRESIDENT PATRICK J. MURPHY, JR. AND CEO JAMES J. MURPHY

Forty-year-old Patrick J. Murphy, Jr., John's great-grandson, is the fourth member of the close-knit Murphy clan to become president of the company, succeeding his cousin, James J. Murphy, Jr., in 2005 who now reigns as chairman and CEO.



MURPHY COMPANY COMPLETED A NEW HEAD-QUARTERS OFFICE IN OLIVETTE IN 2000.

While Murphy's record of success is impressive, it's still people that count the most. Even after 100 years of creating 'valuable solutions,' its history of multigenerational family involvement – at all levels – remains a defining characteristic. Amazingly, more than 30 current employees count immediate relatives who have worked or still work for the firm.

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## *Brinkmann Constructors* 20<sup>th</sup> Anniversary Video/DVD







# Getting Started

## Key Events & Mission Moments

Turning points, defining moments, enduring values

## Movers & Shakers

People who make an impact

## Memory Keepers

Savers and archivists (aka "packrats")

## Essential Artifacts

Logos, diagrams, mascots, models, etc.



## Next Steps

- Build timeline & collect images.
- Interview mover/shaker or memory-keeper; expand what you know and tap them for ideas & involvement.
- Facilitate internal discussion - how does history differentiate firm & apply to marketing.
- Other ideas? Commitments





## Additional Resources

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*Founded in 1983*

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