

Heritage Marketing

Using History to Differentiate Your Firm

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

SMPS Missouri Valley Regional Conference April 3, 2009

When We Consider Impact

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

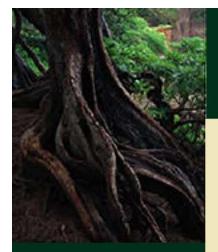
~Iroquois Proverb



Corporate Connection

History can help us <u>connect to our</u> <u>shared mission</u> and purpose.

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



SSE, Inc. 25th Anniversary-2008

Water cooler

FIVE MINUTES WITH • REPPS HUDSON

Chairman of SSE Inc. does things her way

t says something about Susan Spechreer Elliot that her tilts for the computer programming and technology-support compary she founded and still oversees is "chairman," not "chair" or "chairworm." Although Elliot clacity was a trailblacer 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 lot her deeds speak

Into it the works, the may preserve instead to its frare steels speed. Elibet bas a long record of service on public and private bursts, including astitut as chairman of the Foderal Reserve Bank of ST, Long and Ford yrays and a subsective. She has been come the Reglos of U.S. Cerl and the strength of the strength of the strength of the strength We speed in a large conference room al Westgert Flack, the space from which Eliber to male comparison of the strength of the strength or day to-stap operations to be rangefure. Elizabeth Niederingshans, El-lisit weeks out of a subset of the ball.

How did you get started on your career 50 years ago? I went to the college counselor my senior year and looked for something where I didn't have

Most large organizations had a similar policy. They sent me home. something where I didu i nave 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 told us if we have logi-cal aptitude, they'll teach you

What do those initials stand for? overything you need to know. UBM had reached out to all the You wouldn't put a woman's

What happen were hired? d when you

were hired? They sent us to an ll-week train-ing course. They gave us one week on computers. They said week on computers. They said that's all anybody will need be cause there aren't going to be that many. grew up and de wanted to do.

onths' prognant with my first ughter. IBM wanted to send e home at six months because was so fragile I couldn't stay here the last three months.



A variable of the set of the set

We set of the other a structure queries that any plane regards. Set defected of labery through you've got to defect the structure of the stru name in a business in those days. My first job at IBM was a 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 (he or she) knew. It's connec-tions. I just took advantage of that. systems service representative. System service Those are my first two initials, Susan Spoeh-rer. What do we do for an E21 thought of "Enterprises." I could be anything when the company grew up and decided what it Do you consider yourself a feminist? Not really.

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Position: Chairman and chief executive, SSE Inc. Age: 71 Career: Programmer, sy: analyst, supervisor, IBM 1958 1966: founded SSE Inc. 1966 onal: Lives in Ladue with Personal: Lives in Lattice was her husband, Howard Elliott; two adult daughters

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I want to be helpful as long as I can, and I don't want to be in I can, and I don't want to be in the way. I was gone last year for three months. It was the smartest thing I could have done because it was clear to everyone in the office that Elizabeth was i

In the newly redesigned comput-present provide the second secon

Have you used the women-owned business designation to get government contracts? Yeah, but it doesn't work very well. You try to use it, but in government, they'd much rather have a minority- than a woman-owned business.

SUSAN S. ELLIOTT Education: Bachelor of arts, American studies, Smith Colleg 1918

charge.

Anything else? Integrity. When I meet every new em-ployee, i stress to them the only thing they have personally is their own integrity. For us and SSE, that's all we have as a com-



son Seneni 351 and New programming language

sughter, Kathryn, is horn in June

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Super-resigns from Centerre (successor to First National Bank), to get in on the ground floor of PC revolution. SSEs from HID apparent front officer is in Susaer's concentre walk bacament with washest and drape at one wal of the rooms, is there realing built, and a long piece of physical for a deals.

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imach with Ni U Computer Center at lo offer courses on IBM PCs. 152 Industry it evening program and teach "What I southink. MultiMate and Links 1-2-3.

SSEINC

Internet addressing system, DALS, is meeted.

SSE moves to first "leaf" office with 1,201 ague

loyest part time.

152 corporate license for next 10 years, noting

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1961

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1981

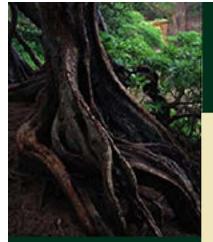
1983

1984

1985

1986

1987



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. Murnhy 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.

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. Forty-year-old Patrick J. Murphy, Jr., John's greatgrandson, 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.

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.



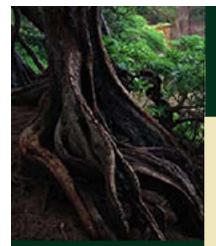




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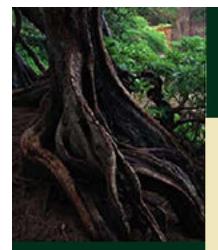


Brinkmann Constructors 20th Anniversary Video/DVD









Getting Started

Key Events & Mission Moments

Turning points, defining moments, enduring values

Movers & Shakers People who make an impact

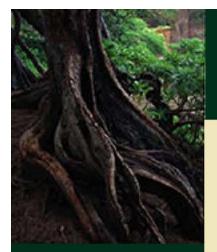
Memory Keepers Savers and archivists (aka "packrats")

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

Marie A. Casey Casey Communications, Inc. Founded in 1983

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