



*A milestone anniversary is a unique opportunity to accelerate business growth and leap-frog the competition. The key is to make sure that you get the biggest possible bang for your buck, and it takes more than a conventional marketing plan to turn an anniversary into an occasion that builds business. We can help you do that.*

**Celebration:** Creating a celebration — whether singular in focus or year-long in scope — requires a comprehensive strategy, process and organization to reach the full potential of your investment. Customers, employees, valued business partners, shareholders and communities contributing to your success can all play a part.

**Reputation:** The enduring traits that catapulted your organization to long-term success are reinforced when thoughtful, well-planned approaches mark your milestones.

**Inspiration:** Employees, leaders, customers and business partners draw inspiration and valuable guidance from the past to guide the future.

*Our collaboration of Casey Communications, Landes & Associates and Craig Martin Simon Design offers you a team with breadth of expertise and experience to help you navigate the possibilities, strategically manage the process, and deliver valuable return on your investment.*

*Celebrating  
history.  
Creating  
connections.  
Building  
value.*

# MILESTONES *Anniversaries*

Whether you're celebrating your 10th year in business or your 100th, a milestone anniversary doesn't come around often. It's an opportunity you can't afford to miss, but the trick is making sure you get the most bang for your anniversary buck. That's where we come in.

Our team of specialists offers a distinctive combination of expertise in history and business communications. That means our clients get the best of both worlds. We help you focus on what matters most without getting sidetracked by "great ideas" that make little strategic sense for your organization — and we help you avoid wasting a lot of time and money.

We're not just business historians. We're marketing, PR and employee communications experts, anniversary strategists, and top-notch writers, researchers and designers. We have extensive experience in many industries, including financial services, health care, transportation, food and grocery, manufacturing and non-profit. And we're ready to translate our experience into success for your anniversary.

We offer three levels of services:

- "A to Z" planning and fulfillment, from brainstorming and strategizing to full-service completion of each anniversary program throughout the anniversary year
- Scalable, customized services, including planning and fulfillment only where you need it
- "A la carte" execution of individual anniversary-related projects, including heritage brochures, history books, corporate gifts, anniversary logos and themes, graphic design, videos, marketing promotions, advertising, online publications and web sites, displays and exhibits, events, media coverage, community gifts, employee engagement programs, creating and managing historical archives . . . and more

Some organizations may complete anniversary programs for the sake of celebration alone, but the added dimension of creating initial and enduring value is achievable through our strategic and comprehensive approach.

# TEAM MEMBERS

*The Milestones and Anniversaries team is made up of three established firms with extensive experience in all aspects of marketing, communication, public relations and graphic design, as well as dozens of anniversary and history-related projects.*

## *Casey Communication*

Marie Casey leads a full-service, eight-person marketing communications firm that has been working with organizations for more than 25 years to leverage the business value of their milestone anniversaries.

Many companies and organizations possess buried resources that are rarely mined for the insights, clarity and inspiration they can bring to current decision-making, meaningful marketing, and future planning. Casey helps clients harvest the value from their history and heritage by using an organization's enduring values and guiding principles as a foundation for future growth.

## *Craig Martin Simon Design*

Craig Simon has played a major role in the design and production of a vast array of projects for a diverse range of industries, companies and organizations. He has won numerous awards for his design work, both locally and on a national level.

Simon combines creative talents with technical skills and knowledge. Always keeping in touch with the latest production and technical innovations, he brings to each project fresh and provocative solutions for each client's design and communication needs.

## *Landes & Associates*

Les Landes is the head of an agency that specializes in the integration of internal and external communications. The firm provides clients with the support and direction to develop targeted strategies, identify measurable goals, and apply a wide range of tactics — public relations, advertising, special events, employee engagement, and community relations. Every facet of the work with anniversary clients is aimed at turning milestones into major business-building occasions.

Bridget Reddick has led anniversary and company history projects for industry leaders, including Abbott, Chiron Corporation, Boston Scientific, and more. She is a trained historian with a master's degree in history from the College of William & Mary. She began her career as a development officer for the Smithsonian Institution. Bridget combines academic discipline with marketing savvy to help corporate clients plan strategic anniversary celebrations and history-related projects.

In addition, the Milestones and Anniversaries team has deep resources among professionals in history and archival services, design, and business communications in St. Louis and around the country. Whether your project needs an archivist, a researcher, a reputable author or a designer with particular technical expertise, your anniversary will have the professional staff you need and no one you don't.

# CLIENTS & SERVICES

*We have provided the following milestone and anniversary services to a variety of clients:*

## **Historic Research**

Abbott  
Alberici Constructors  
Boston Scientific  
CF Vatterott  
Norfolk Southern  
Pet Incorporated  
PRIDE of St. Louis, Inc.  
Sachs Properties/Chesterfield Village  
Schnuck Markets, Inc.  
Watlow Electric

## **History Video/DVD**

Abbott  
Pet Incorporated  
Sachs Properties/Chesterfield Village  
Schnuck Markets, Inc.  
Vecellio Group

## **Heritage Brochures**

Lincoln Electric  
Olin Brass  
Ralls County State Bank  
Today & Tomorrow Educational Foundation  
City of Collinsville History Brochure

## **Employee Engagement Programs**

Pet Incorporated  
Ralls County State Bank

## **Oral History Interviews**

Staples  
Western Union  
Boston Scientific

## **History Books**

Chiron Corporation  
Peabody Coal  
Pet Incorporated  
Schnuck Markets, Inc.  
2nd Battalion, 11th Field Artillery Regiment, U.S. Army  
Vecellio Group

## **Displays, Exhibits & Museums**

Anheuser-Busch Brewery Tours  
Arlington Greens Golf Course  
Pet Incorporated  
Schnuck Markets, Inc.  
Lewis & Clark Mobile Interpretive Center

## **Anniversary Graphics**

Murphy Company  
Pet Incorporated  
Ralls County State Bank  
Schnuck Markets, Inc.  
Lewis & Clark Mobile Interpretive Center  
Lewis & Clark In Illinois  
Splash City Family Waterpark  
Purina Mills 100th Anniversary

## **Celebrations &**

## **Commemorative Events**

Pet Incorporated  
Ralls County State Bank  
Lewis & Clark Bicentennial Celebration  
Splash City Family Waterpark

## **Media Relations**

Murphy Company  
Pet Incorporated  
Ralls County State Bank  
Schnuck Markets, Inc.

## **Advertising**

Fru-Con Construction  
Pet Incorporated  
Ralls County State Bank  
Splash City Family Waterpark  
Lewis & Clark Bicentennial Celebration

## **Memory Books**

Mills Properties

## **Commemorative Gifts**

Greensfelder, Hemker & Gale, P.C.  
Looking for Lincoln Heritage Coalition

## **Community Gifts/Partnerships**

Pet Incorporated  
Ralls County State Bank

## **Anniversary**

## **Consulting/Planning**

Genzyme  
Pet Incorporated  
Schnuck Markets, Inc.  
Ralls County State Bank  
W. L. Gore & Associates



# Case STUDY



## Opportunity: Peabody Coal "The First One Hundred Years" Book

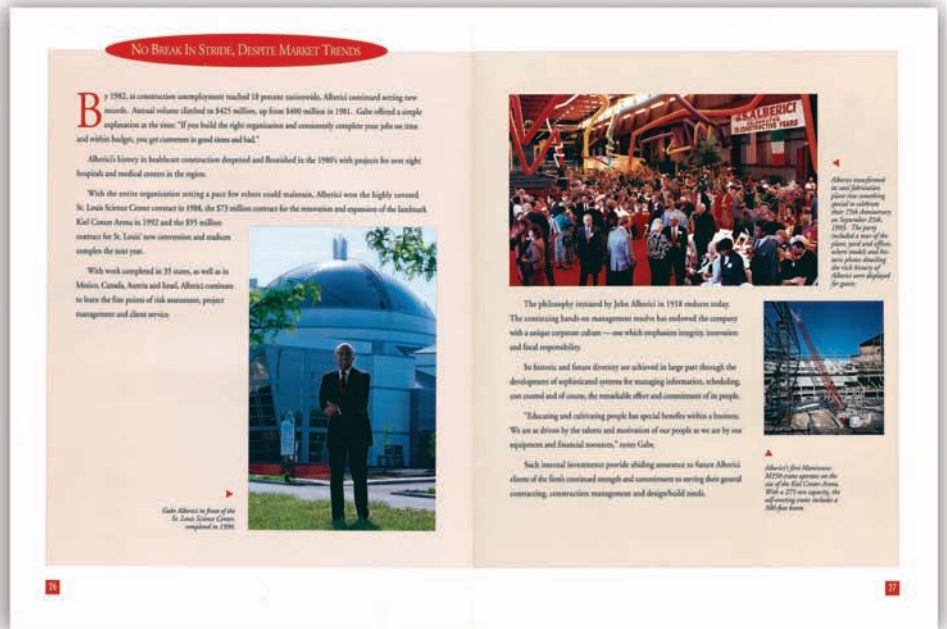
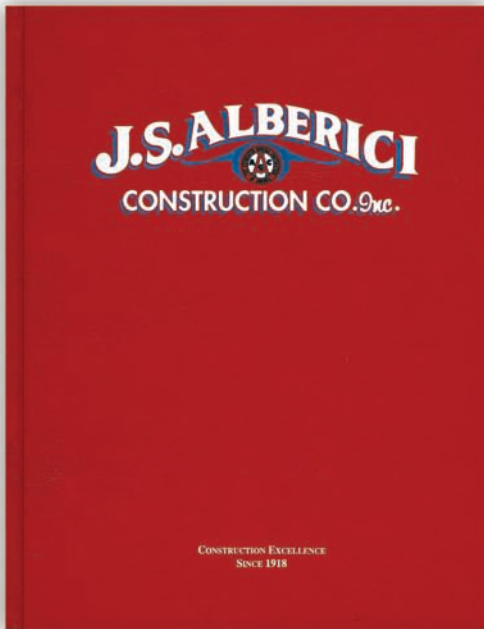
### Implementation & Results

As Peabody Coal approached its centennial year, it sought to honor the energy and talent of thousands of Peabody men and women who had contributed to making Peabody the nation's largest coal producer. Leaders recognized that those who would guide Peabody in its second century would be the benefactors of a legacy of careful planning, prudent management and creativity.

We researched and wrote the stories of Peabody's first century in a 32-page brochure. Major milestones were identified, accompanied by compelling stories of key individuals and events that had shaped the company. For contextual reference, we researched and developed a timeline of historical events related to Peabody's milestones. Profiles of 17 diverse employees were also developed in tribute to its then 12,000-plus employees.

Peabody protected its 100-year legacy and developed a valuable reference tool as it embarked upon its second century of operations by documenting its history and the contributions of staff members across the full spectrum of Peabody operations. As a global company, documentation of its history has avoided repetitive reinvestment in locating critical history, prevented factual errors, and helped staff members focus attention on what matters most in the midst of market changes and challenges.

# Case STUDY



## Opportunity:

Differentiate Alberici in highly competitive construction market by highlighting longevity and heritage

## Implementation & Results

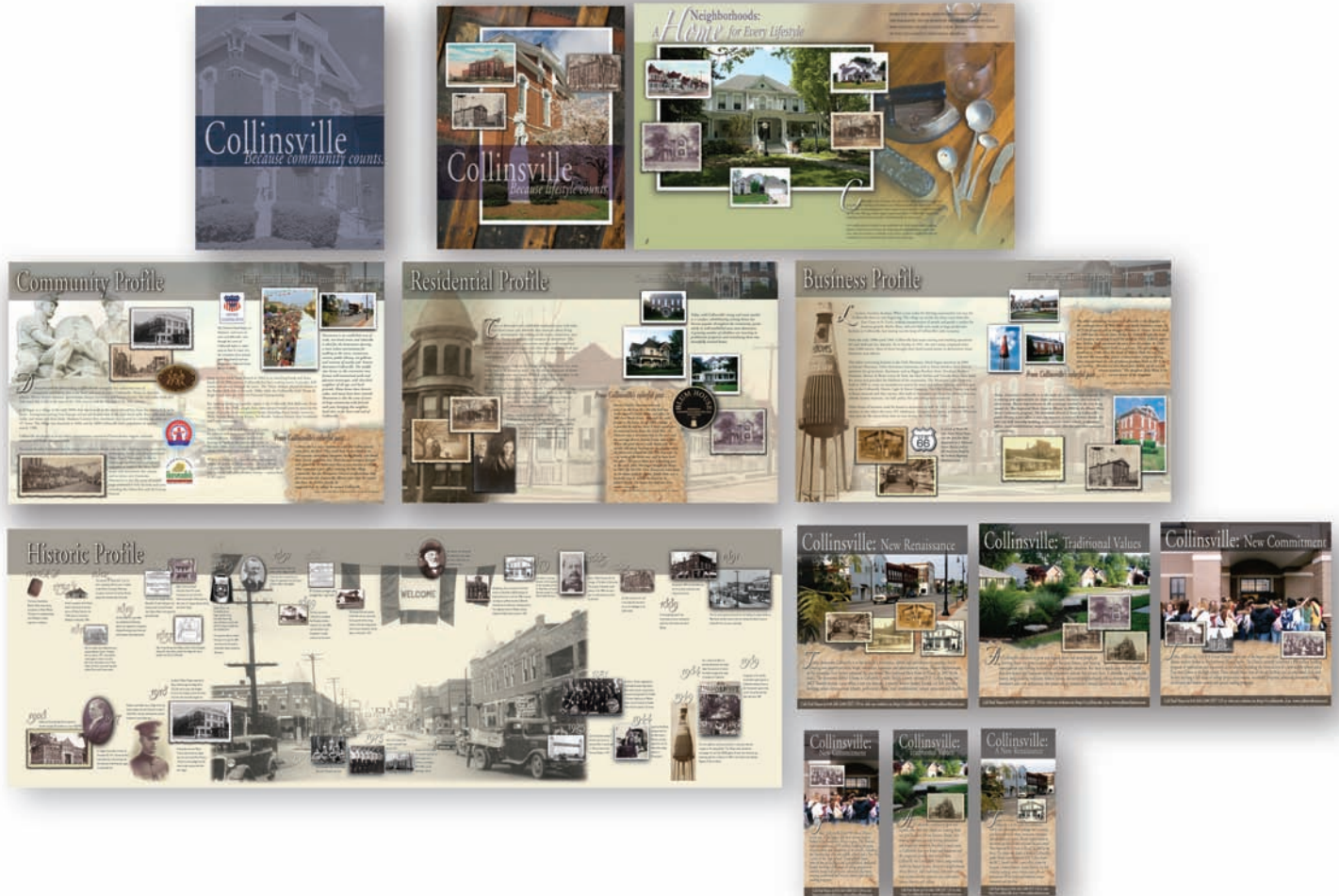
In an industry marked by extreme risks, costly competitive bidding and a high failure rate, Alberici recognized its longevity and heritage as valuable differentiators. It sought a way to distinguish itself from the competition in ways that would lead prospects to view Alberici as a trusted construction partner.

We researched and wrote an engaging synopsis of Alberici's history. In the process of interviewing multiple sources, we discovered the stories that best captured the spirit and ethic of the founder, a hands-on Italian immigrant; his eldest son, Gabriel J. "Gabe" Alberici; and those who followed. The work chronicled the firm's enduring values, inventiveness and fiscal responsibility in stories of Alberici's growth and achievements. Historical photos added dimension, illustrating how Alberici repeatedly performed as promised for clients.

Alberici's story emphasized its proven ability to anticipate obstacles and demonstrated the benefits delivered to its clients over the course of its first 75-plus years. By highlighting its heritage in ways that struck home with today's construction buyers, Alberici was able to shorten its sales cycle, cultivate deeper client relationships, and inspire its team to live the values expressed with passion throughout its history.



# Case STUDY



## **Opportunity:**

Highlight Collinsville's economic growth throughout history

## **Implementation & Results**

The city of Collinsville wanted to celebrate both its rich history and its recent renewed economic development with an image campaign. As an enhancement to their planned program, we proposed a "heritage" brochure to emphasize the community's spirit through the past and present. The brochure was so successful, the city launched a related advertising campaign, and we created an additional community brochure as a companion piece.

# Case STUDY



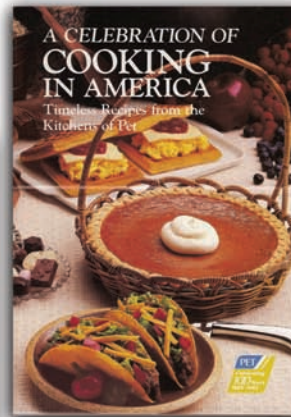
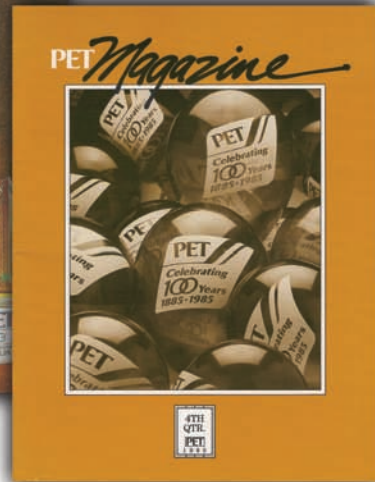
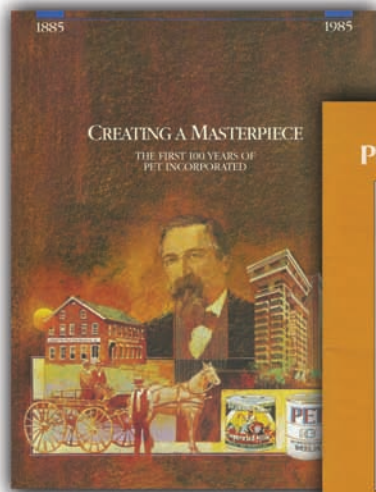
**Opportunity:**  
Olin Brass Commemorative Brochure

**Implementation and Results:**  
Olin originally asked us to develop a multi-page brochure that explained in great detail the history of the company. Since the company had recently produced a calendar with similar information, we suggested that they instead create a more strategically designed brochure to highlight important events of the past 100 years along with present-day marketing messages. They agreed enthusiastically.

So we created an eight-page, double-gate fold signature brochure, which folded out to reveal a four-page panoramic collage of Olin's century-long history. The remaining pages discussed present-day Olin, its employees and the company's vital statistics. The brochure became so popular that an additional 5,000 copies were printed, and the interior eight-page foldout was repurposed as a commemorative poster and given as a free gift to attendees of the company's celebration event.



# Case STUDY



## Opportunity:

Celebrate 100 years of Pet and its best known brands, including Pet Evaporated Milk, Old El Paso Mexican foods, Downyflake Waffles, Pet-Ritz Pies, Underwood Deviled Ham and many more.

## Implementation & Results

Celebration activities ran throughout Pet's anniversary year — both inside and outside the company. Sample highlights included:

- A cookbook entitled "A Celebration of Cooking in America," featuring an array of Pet products. The recipes were interspersed with stories and anecdotes about cultural influences on cooking in various regions of the country.
- A nationwide, multi-product promotion that featured the cookbook along with coupons for various Pet products. Cookbook orders exceeded projections, and coupon redemption was the highest in company history.
- A full-color promotional booklet on Pet's history that was distributed to everyone in the company, as well as food brokers, suppliers and retailers throughout the country.
- A "Community Gift Program" through which employees at 33 production locations selected community projects that were funded by the Pet Foundation with total of donations of \$144,000. The story was covered prominently by newspapers in every Pet community.
- An award-winning video on the history of the company that featured current company leaders, as well as an actor who played the role of the company's founder.
- Special events for Pet employees across the country, including a headquarters celebration that featured the first appearance of the entire Osmond family in more than a decade.

The various multi-product, multi-location promotional activities boosted public awareness of Pet's family of notable brand names significantly. It also proved to be a big morale booster for employees who reported a great sense of pride in the company's heritage and contribution to their communities.

# Case STUDY



## Opportunity:

Leverage Ralls County State Bank's heritage as part of a growth strategy that included the company's 50th anniversary, the creation of a new headquarters banking facility, and the launch of a major marketing program all designed to help the bank penetrate nearby larger markets.

## Implementation & Results

Our promotional plan included a nine-month multi-level program that featured the following highlights:

- A Grand Opening that attracted nearly 1,500 people mostly from the primary growth markets – three times the estimated number
- Special creative promotions, including a drawing for “One Day’s Interest on \$1 Million” that attracted hundreds of participants
- A community relations program called the “Penny-for-Dollar” campaign that offered a donation of a penny for every new account dollar deposited during a three-month span to fund a special Junior Achievement program for elementary schools. The actual deposits and subsequent donation were seven times greater than estimated.

The bank was so pleased with results that they retained us to continue to working with them on marketing efforts for several years thereafter. Examples of subsequent projects include:

- A regional “Math Bee” sponsored by the bank, which attracted whiz kids from high schools throughout Northeast Missouri, receiving front page coverage in numerous community newspapers
- A “Welcome to the Hannibal Area” promotional package providing information on the bank plus special coupons from area retailers and professional services that endeared business customers to their bank
- An annual fall promotion called the “Tiger CD” that based the rates on certificates of deposit on the scores of the Missouri Tigers football games. The program was so successful that other banks in the area were purchasing CDs from Ralls County State Bank during the promotion.

After several consecutive years of essentially flat assets in the range of \$30 million, the bank ended 1994 with \$35.3 million in assets, far exceeding its expectations. Furthermore, they attracted many new depositors from nearby target markets. As of 2007, bank assets stood at \$60 million ... and were still growing.

# Case STUDY

**2nd Battalion  
11th Field Artillery Regiment  
"On Time"  
Ft. Campbell, Kentucky**

**November 4-7, 2004 Reunion  
of the  
"On Time" Old-Timers serving  
1963-1965**

**Marriott Residence Inn  
Orlando, Florida**

### HISTORY OF 11<sup>TH</sup> ARTILLERY

#### Origins

The 11th Field Artillery was constituted in the Regular Army on 1 July 1916 as Battery B, 11th Field Artillery. It was organized on 1 June 1917 at Camp Harry J. Jones in Douglas, Arizona. The regiment consisted of six firing batteries of four guns and was organized into two battalions. It was initially equipped with horse-drawn 4.7" howitzers.

The regiment was deployed to France as a part of the 6th Division, where it saw its first action on 26 October 1918 while attached to the 56th Field Artillery Brigade. The brigade supported the 89th Division from positions near Stenay in the Meuse-Argonne Offensive.

During the offensive, the 11th was the first Allied regiment to open fire. From a position near Lanreville, its Battery E scored the first artillery hits on the Meuse-Sedan-Metz Railroad, the only remaining line connecting the German armies in northern France and Belgium with those in the south. Continuing its offensive, the 11th Field Artillery was the only regiment of the 6th Division to see action, occupying successive positions near Remonville, Baricourt and Bonfort. "Calamity Jane," the Number 2 gun of Battery E, fired the last round of the war on the American front from a position near Fovilly a moment before the armistice went into effect at 11:00 hours. The Regiment, commanded by Colonel Willis G. Peace, brought peace to Europe by firing the last shot of World War I on the 11th hour of the 11th day of the 11th month of 1918.

## Opportunity:

40th Reunion & Tribute Book for Officers in the 2nd Battalion, 11th Field Artillery Regiment, serving from 1963 to 1965

## Implementation and Results:

Forty years after his stint in the U.S. Army at Fort Campbell, Ky., retired entrepreneur James B. "Jim" Eisenhart was inspired to reconnect with fellow officers to express gratitude for the positive impact made by fellow Army officers upon his life and gather support to extend to regiment members then serving in Iraq (November 2004). We helped him create an event that memorialized regiment members and a tribute gift combining brief life stories with photos in a spiral-bound book of mini-biographies. A letter exchange between Jim Eisenhart and members of the regiment then stationed in Iraq was captured in the book, along with a history of the 11th Artillery (founded in 1917) and a directory of group members.

Members of the 2nd Battalion, 11th Field Artillery Regiment, felt deeply honored to be memorialized by one of their own members. The event reconnected old friends and widows, and the tribute book proved to be an enduring memento. "Looking at the smiles on everyone's faces and the tears in their eyes made all the work worthwhile. I will never be able to thank you enough," Jim Eisenhart wrote. Four years later, he still receives orders for the tribute book for sharing with members' children and grandchildren, and electronic files have been provided to the Fort Campbell Historical Foundation for preservation and public access.



# Case STUDY



## Opportunity:

Schnuck Markets, Inc. 50th Anniversary (1989) and 60th Anniversary (1999)

## Implementation and Results:

On the cusp of explosive growth, third generation leaders decided to capture the history of their family-

owned company in concert with the grocer's 50th anniversary. The first goal was to honor the commitment to customers and community expressed by 12,000 associates in its first 50 years. Secondly, leaders wanted to inspire even greater future expression of its seven key values: friendliness, service, quality, variety, value, integrity and innovation.

We interviewed the last living Schnucks co-founder to capture stories and perspective. More than 100 associates and retirees also were interviewed, and volumes of documents, photographs and memorabilia were reviewed. We wrote, designed and printed Schnuck Markets' captivating story in a bound 100-page book, "Fifty Years of Friendliness," as a gift to current associates and for new employee orientations. We also developed a companion training video capturing the company values and stories in capsule form. The value of Schnucks' history to its mission and goals was affirmed 10 years later when we were again retained to develop a 150-page book for the supermarkets' 60th anniversary.

Schnucks reduced the time it takes to orient new employees to its core values and gained a powerful tool for making community introductions in new market expansions. Its history book has served as a valuable reference and touchstone for Schnucks associates. Even long-term associates were amazed by all they had never known about their company.

# Case STUDY

## ILLINOIS THE LEWIS & CLARK EXPEDITION A Confluence of Cultures



**Opportunity:**  
Lewis & Clark Bicentennial Celebration

**Implementation and Results:**  
Lewis & Clark Community College received a grant from the state of Illinois to design a unique celebration of the 200th anniversary of the historic exploration of the American West by Meriwether Lewis and William Clark.

We created a comprehensive marketing program for the planned three-day event, including ads, brochures, posters and table tents. In spite of inclement weather, the celebration's programs, displays and reenactments were a success, and the Mobile Interpretive Center (see next page) was one of the main attractions.

# Case STUDY



## **Opportunity:**

Lewis & Clark Bicentennial Mobile Interpretive Center Exhibit

## **Implementation and Results:**

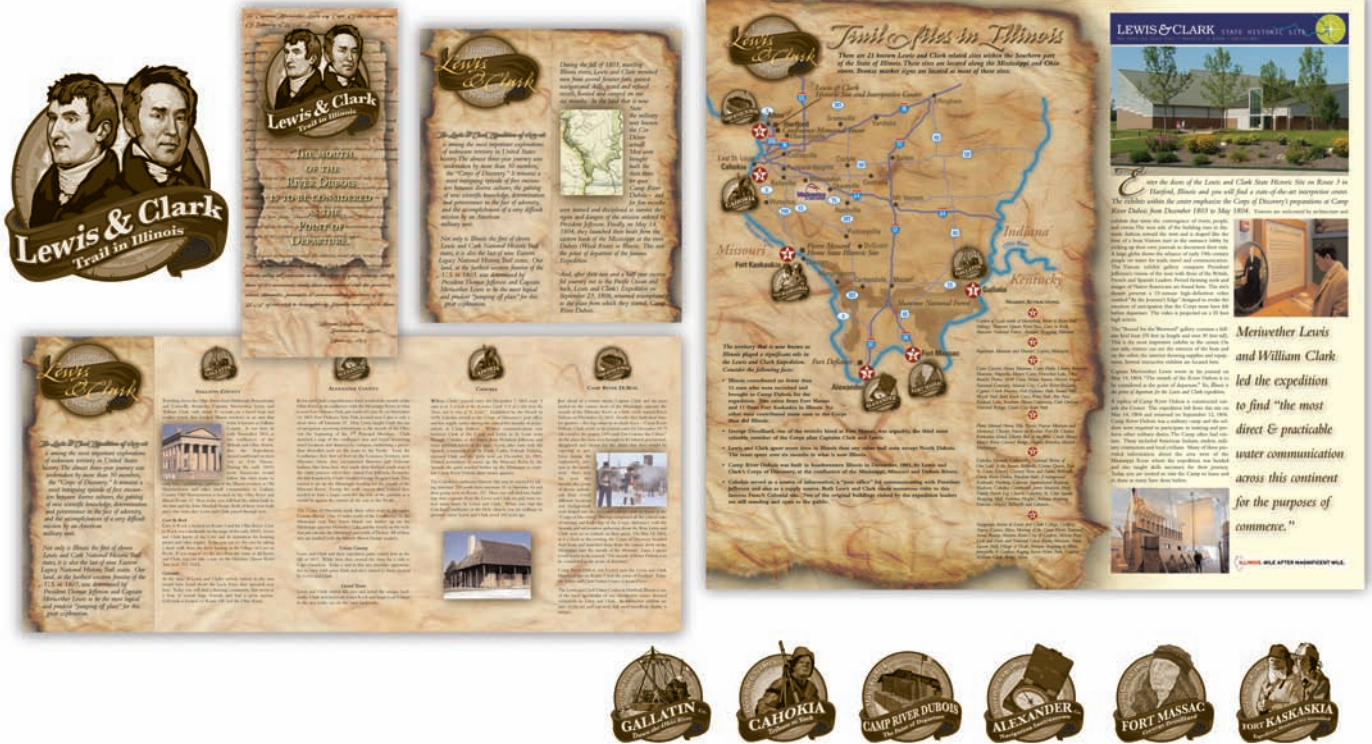
As part of the celebration of the 200th anniversary of Lewis and Clark's historic expedition, Lewis & Clark Community College, in conjunction with the State of Illinois Department of Tourism, asked us to design a mobile interpretive exhibit that would highlight multicultural aspects of the famous journey.

We retrofitted a 40-foot "recreational vehicle" into a mobile museum that featured maps of the journey from around the world, as well as historic artifacts and graphics. We made use of the entire space by creating pull-down "window-shade" exhibit panels to cover the livable amenities provided for the driver and his wife. We also created special doors that featured additional exhibit content to hide the bathroom and refrigerator.

The Mobile Interpretive Center has been continually booked to tour the state since it was unveiled at the official opening in May 2004.



# Case STUDY



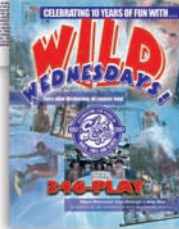
**Opportunity:**  
The Lewis & Clark in Illinois Trail Guide

**Implementation and Results:**  
Few are aware that the Lewis and Clark expedition spent six months of their journey in the southern part of Illinois, more time than in any other trail state besides North Dakota. Several Illinois tourism development offices and visitors' bureaus were looking for a better way to tell the story of the expedition's time in southern Illinois to promote the region.

We created a unique guide to showcase all of the historic sites in southern Illinois that were visited by the expedition. We featured each site on its own panel within the guide, and the entire piece unfolded to show the sites in the order in which Lewis and Clark visited them. The guide also included a large fold-out map that directed tourists not only to the expedition sites, but to other attractions throughout the area.



# Case STUDY



**Opportunity:**  
Splash City Family Waterpark 10th Anniversary Celebration

**Implementation and Results:**  
For a decade, the Splash City Family Waterpark has experienced growth in attendance, size and revenues. The Collinsville Area Recreation District, which operates the facility, agreed to a year-long promotion celebrating this special anniversary.

We created a new graphic for the anniversary that utilized the existing logo while acknowledging the milestone. We also developed banners, posters and flyers to advertise the many special events throughout the year.

The program needed more collateral to get the message out, so we created special cable TV and newspaper ads specifically designed to promote the anniversary programs, including "Wild Wednesday" birthday parties hosted by the park that included free cake and ice cream for visitors. We also worked with the park to develop a cross-promotion with the Gateway Grizzlies Frontier Baseball team whereby anyone attending a Grizzlies' game could use their ticket stubs for half-off admission into the waterpark. The Gateway Grizzlies' promotion alone increased attendance by 20 percent for the year.