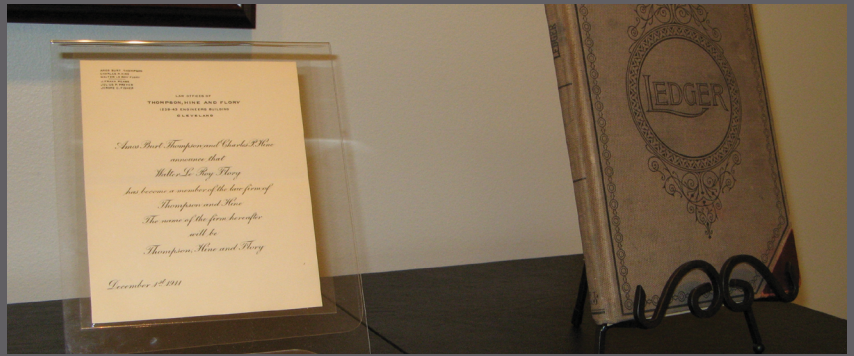


CLIENT:
Thompson Hine LLC

INDUSTRY:
Legal

PROJECT:
100th Anniversary



CASE STUDIES

The Anniversary Company
CELEBRATING BUSINESS MILESTONES

OBJECTIVES

- Involve employees from seven cities in four states.
- Convey firm's long history of service excellence.
- Demonstrate firm's commitment to clients, colleagues and communities.

SOLUTIONS

- Launched the centennial celebration with a webcast to all employees, followed by a reception in each office.
- Held a "Past Forward" contest to encourage employees to contribute historical memorabilia to the archives. Everyone who participated received a small gift and was eligible for a drawing for an iPad.
- Emailed "centennial moments" – facts about the company's history – to employees regularly throughout the year.
- Each office selected a "service day" to contribute volunteer hours in their communities.
- Videotaped 18 key retirees and colleagues for the archives.
- Created a 30-minute feature video, "Our Past, Present and Future," for their annual All-Lawyer meeting. Every employee received a copy.
- Each office held a reception for civic and community leaders.

RESULTS

- A better understanding of the depth and importance of Thompson Hine's history among employees and civic and community leaders.
- A permanent collection of archives and historical memorabilia, components of which can be put on display in company offices and at meetings.
- A historical collection of 18 video interviews with key retirees and colleagues.