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## O<sub>3</sub> INTERNET CONSULTING Case Study

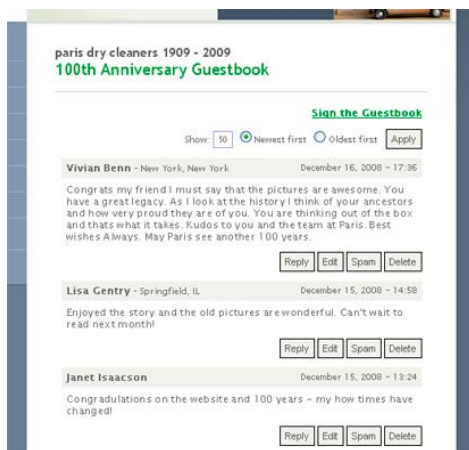
### Paris 100<sup>th</sup> Anniversary

Paris Dry Cleaners is celebrating their 100<sup>th</sup> Anniversary by telling their story, presenting 100 years of history, fun and entrepreneurship gleaned from business and family scrapbooks.

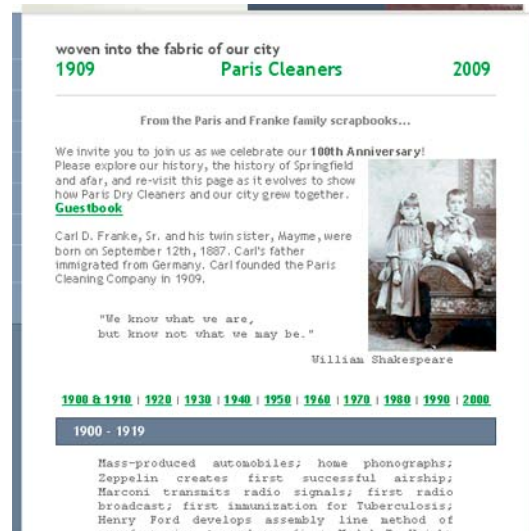
Each month during their 100<sup>th</sup> year, a story of life from one period of the 20<sup>th</sup> century will appear. The story is being written by the founder's great-granddaughter.

New decades will be published about once a month. The decades note innovations of the time; feature images and captions from family photo albums, scrapbooks and business records; and provide a fascinating glimpse into family and business life in the last century.

An online guestbook invites friends, customers and business associates to contribute comments and good wishes for the future, no matter how far away they are.



All four Paris locations feature old-time photos, “those were the days” specials and antique wooden hanger giveaways. A “secret” coupon encourages repeat visits and links the online story to Paris’ business goals.



[www.ParisDryCleaners.com/100.php](http://www.ParisDryCleaners.com/100.php)

Those goals include attracting new customers, increasing services to existing customers and promoting Paris’ innovative preservation packages throughout the United States.

Working with the folks at Paris to document their history and celebrate their continued presence here in Central Illinois is inspiring.

Gathering and organizing the material for this project is giving the current generations of the Paris family a renewed appreciation for their own history, their contributions to the community and economy, and their ongoing responsibility to preserve and grow the business started 100 years ago by their grandfather and great-grandfather, Carl D. Franke, Sr.

Happy 100<sup>th</sup> Anniversary, Paris!

O<sub>3</sub> websites – delivered On Time, On Target, On Principle.

How can I help you meet your goals? Contact me for a free evaluation.